



City of
Norwood
Payneham
& St Peters

The Parade Masterplan

PREPARED FOR THE CITY OF NORWOOD PAYNEHAM & ST PETERS
BY OXIGEN LANDSCAPE ARCHITECTS • URBAN DESIGNERS





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The Parade 1909

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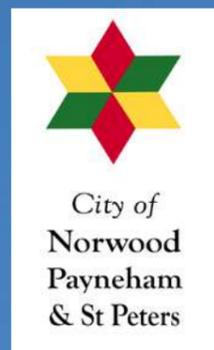
A statement from The City of Norwood Payneham & St Peters

The City of Norwood Payneham & St Peters, in conjunction with Oxigen, a Landscape Architecture firm, has developed a Masterplan for The Parade, Norwood, which will guide the redevelopment of this significant mainstreet precinct. The Masterplan encompasses The Parade, between Fullarton Road and Portrush Road and includes all of the key pedestrian and road networks that connect onto The Parade.

The objective of the Masterplan for The Parade is to establish a holistic vision to direct the progressive enhancement and redevelopment of this mainstreet precinct to support local businesses, encourage new investment and maximise community enjoyment and appeal. In addition, the Masterplan has sought to establish a framework to ensure that The Parade retains its strong 'sense of place' and cultural identity whilst meeting the future needs of the community.

The Parade Masterplan has been developed over a number of phases, involving significant engagement and consultation with visitors, residents and businesses, as well as various State Government Departments.

Note: The illustrations contained within this document are conceptual and indicative of the desired street quality envisioned for The Parade. They do not reflect the final design outcome to be implemented.

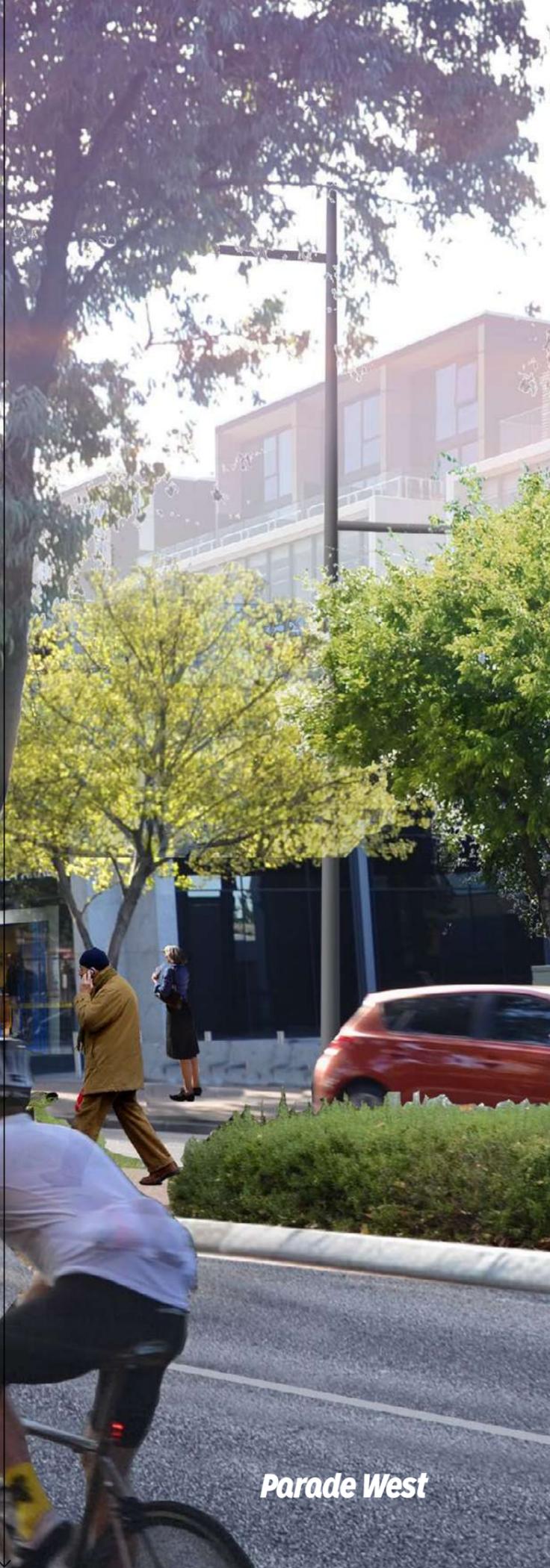




The Masterplan reinforces The Parade as a destination that functions well, and provides a variety of services and opportunities with an attractive streetscape and a high level of amenity, which encourages further public and private investment.

Artist's Impression
For illustrative purposes only





Parade West

01

Introduction

The Parade Masterplan is a planning and design framework that will help guide future works on this significant mainstreet, whilst maintaining its distinctive and memorable character. As a destination for business, recreation and entertainment, The Parade functions well as a traditional high street serving both the local community and visitors attracted to the amenity of the streetscape and diversity of services. The Masterplan focuses on the retention of the distinctive and well-liked cosmopolitan character of The Parade, whilst proposing a number of new interventions that improve the street function and attractiveness as a destination to live, work and play, and to encourage future investment.

Why a Masterplan?

The development of the Masterplan is necessary because the last major upgrade to The Parade occurred approximately 25 years ago, in conjunction with the undergrounding of the overhead power lines. Since that time, The Parade has experienced a significant increase in popularity, resulting in The Parade now being recognised not only as the economic, cultural and civic heart of both the City of Norwood Payneham & St Peters and the eastern suburbs, but also as one of the State's premier mainstreets.

However, over time, the infrastructure of The Parade has aged. The existing condition of some sections of the public domain can be categorised as no longer contemporary. In order to maintain The Parade's vibrancy and popularity as a destination for shopping as well as social and cultural experiences, the streetscape needs to be 'upgraded' and the contemporary needs and wants of residents and visitors to the area need to be considered. This, together with its close proximity to the Adelaide CBD and the introduction of new planning policy that encourages increased residential density and mixed use development in the Norwood area, has highlighted the need to revitalise The Parade and review the qualities that give The Parade its 'sense of place'.

Providing useable day and night public facilities that meet the contemporary needs of the community and complement the mix of uses, will be particularly important if The Parade is to deliver its strategic vision. Simultaneously, The Parade needs to retain its vibrancy and popularity, and be capable of meeting the needs of the community, particularly given the anticipated higher density mixed use development immediately adjacent to and surrounding The Parade, as well as enable it to compete with other mainstreets that have recently been upgraded.

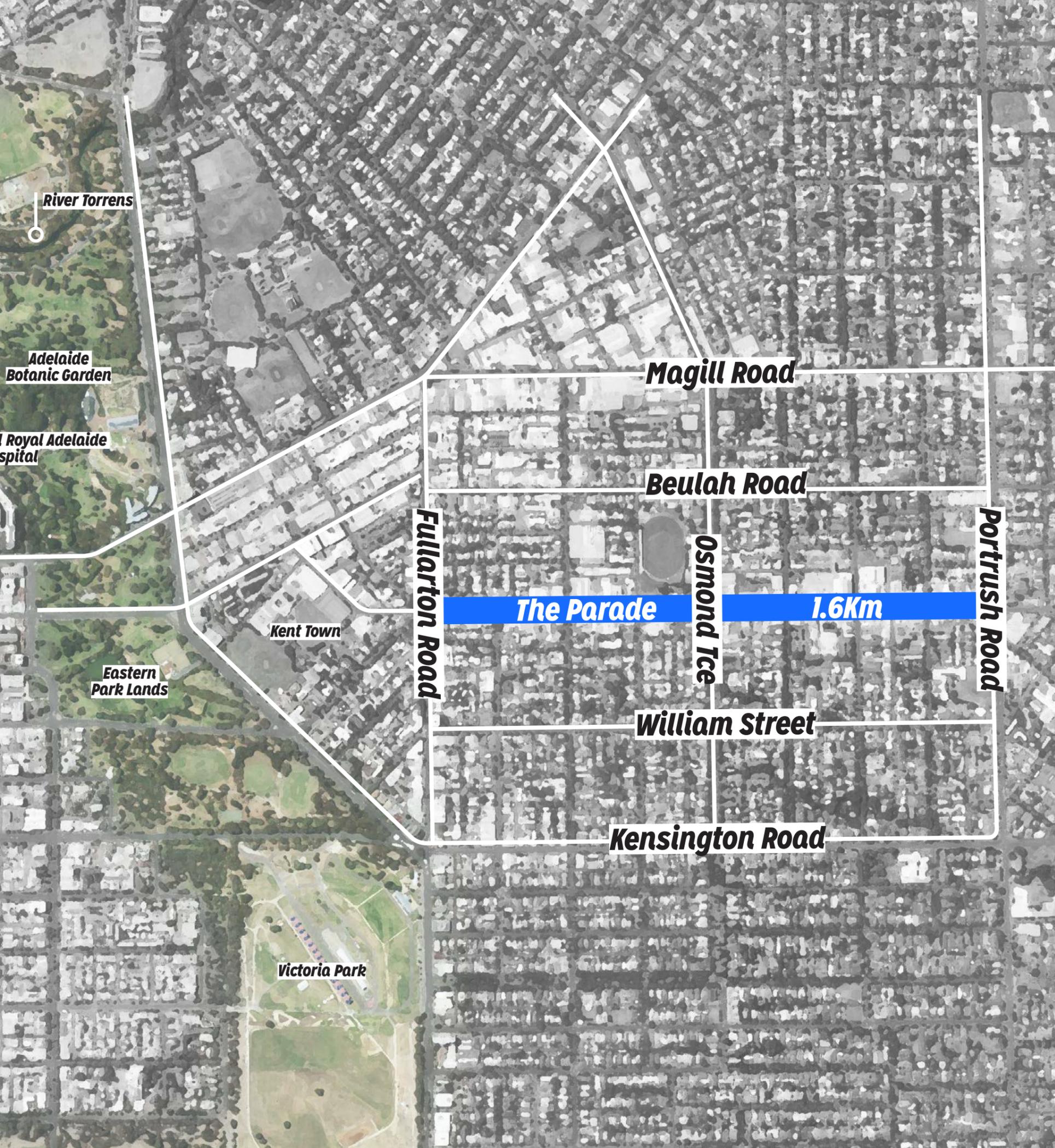
The Masterplan complements many of the Council's initiatives, including the rezoning of parts of The Parade (through the Kent Town & The Parade Strategic Growth Development Plan Amendment in October 2013) which allows for higher density development and creates a mixed use precinct, which is both sustainable and vibrant and offers a greater diversity of housing options in close proximity to employment, shopping, community, recreation, entertainment and educational facilities. By providing an improved and aesthetically pleasant physical environment through the upgrade, it will also enhance the social and cultural infrastructure for those visiting The Parade, therefore attracting a greater degree of investment into the area.



Historical importance and a sustainable and vibrant future

The Parade in the broader city context



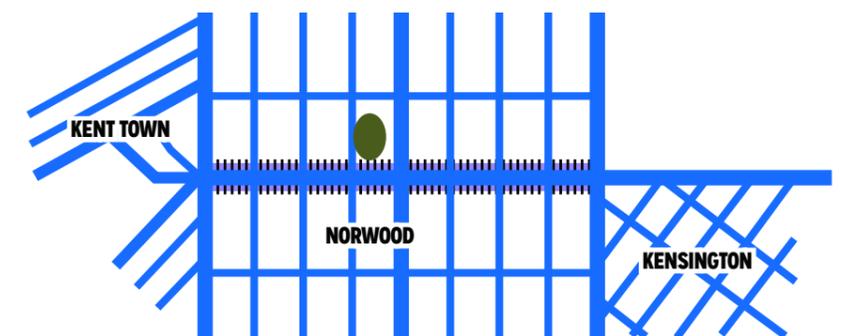


CONTEXT

The Parade is an important transport route servicing Adelaide’s eastern suburbs from the CBD, as well a vibrant business and recreation destination within the Norwood Payneham & St Peters Council area. According to the Department of Planning, Transport and Infrastructure, *The Parade between Fullarton Road and Portrush Road is a State Government road defined as a Public Transport Priority Corridor, Major Cycling Route and Priority Pedestrian Area under the department’s Functional Hierarchy for South Australia’s Land Transport Network. This functional hierarchy guides the use of road space to improve safety and efficiency for users of the transport network.*

The Parade has historic importance reflecting the early European settlement of the inner Adelaide metropolitan area, with many impressive public and private heritage buildings remaining along or adjacent to the street. A fine example of this is the Norwood Town Hall, which was Australia’s first town hall built in the late nineteenth century.

The section of The Parade between Fullarton Road and Portrush Road established an orthogonal grid of roads and allotments that has proved flexible in accommodating urban consolidation and changing land uses over the decades. Former larger industrial allotments have adapted well for redevelopment as housing and new commercial uses. The diversity of land ownership, and a mix of public and private land uses and built form have all contributed towards a ‘gritty’ and interesting streetscape that has proved resilient and accommodating to change over time. The Masterplan builds on these characteristics and qualities to further strengthen and protect The Parade’s character whilst opening up new opportunities for business, recreation and housing, contributing towards a sustainable and vibrant future for this mainstreet and the broader area.



Orthogonal grid defining The Parade

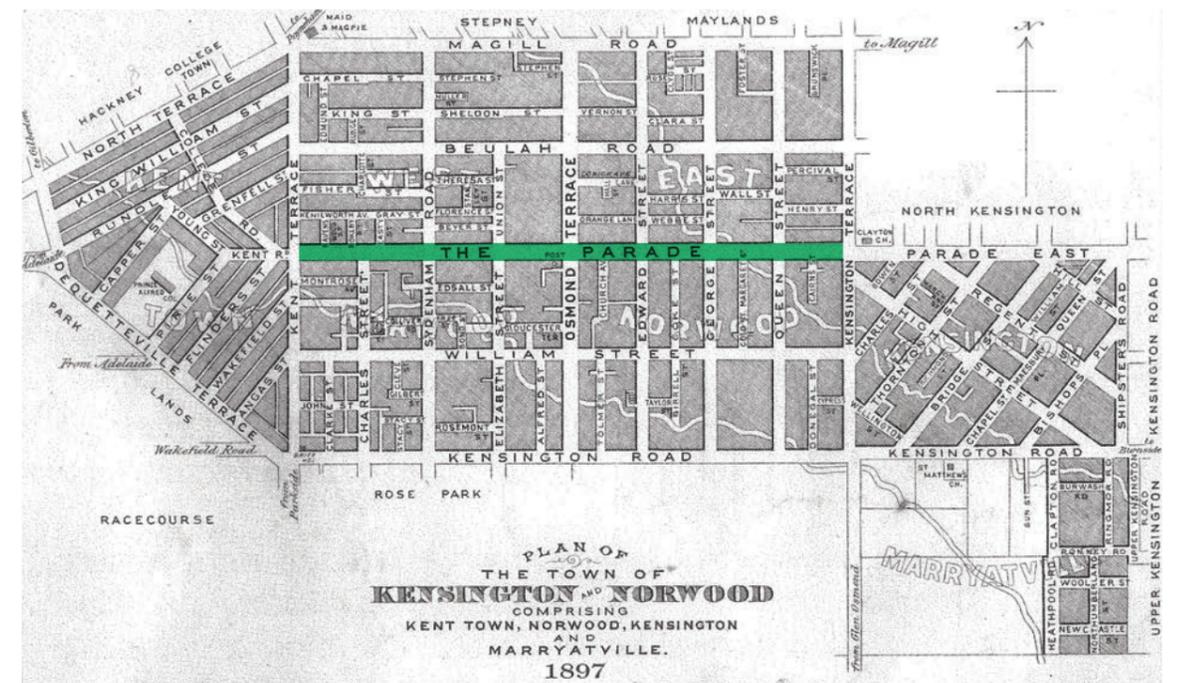
The Parade was established as an important link from the Adelaide square mile to the eastern suburbs early in Adelaide's development as a city.





The Parade Over Time

Early photos of The Parade from the 1870's show roads and kerbs constructed, street trees planted and street lighting installed. The Parade established an early presence in the layout of the inner eastern suburbs of Kent Town, Norwood and Kensington concurrent with construction of early public buildings, such as the Norwood Town Hall, library and churches within Norwood. This section provides a timeline of the key changes to The Parade since its development, including an overview of its present form and character.



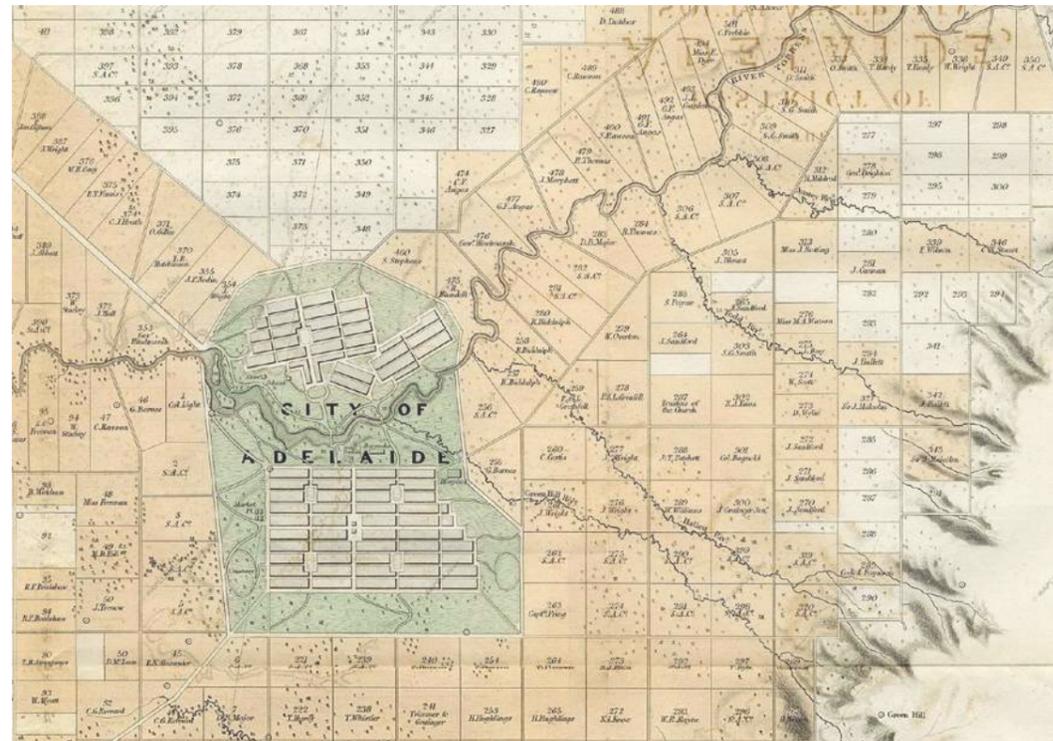
1897 Plan for The Town of Kensington and Norwood

Stories Of The Parade

19th century form of settlement. Significance of 'The Parade's culture.'



Adelaide Plains



Light's Plan for Adelaide 1840



1860's



1860's

Street tree planting trials along The Parade by Dr. Richard Schomburgk

Early Parade 1860's



1800's

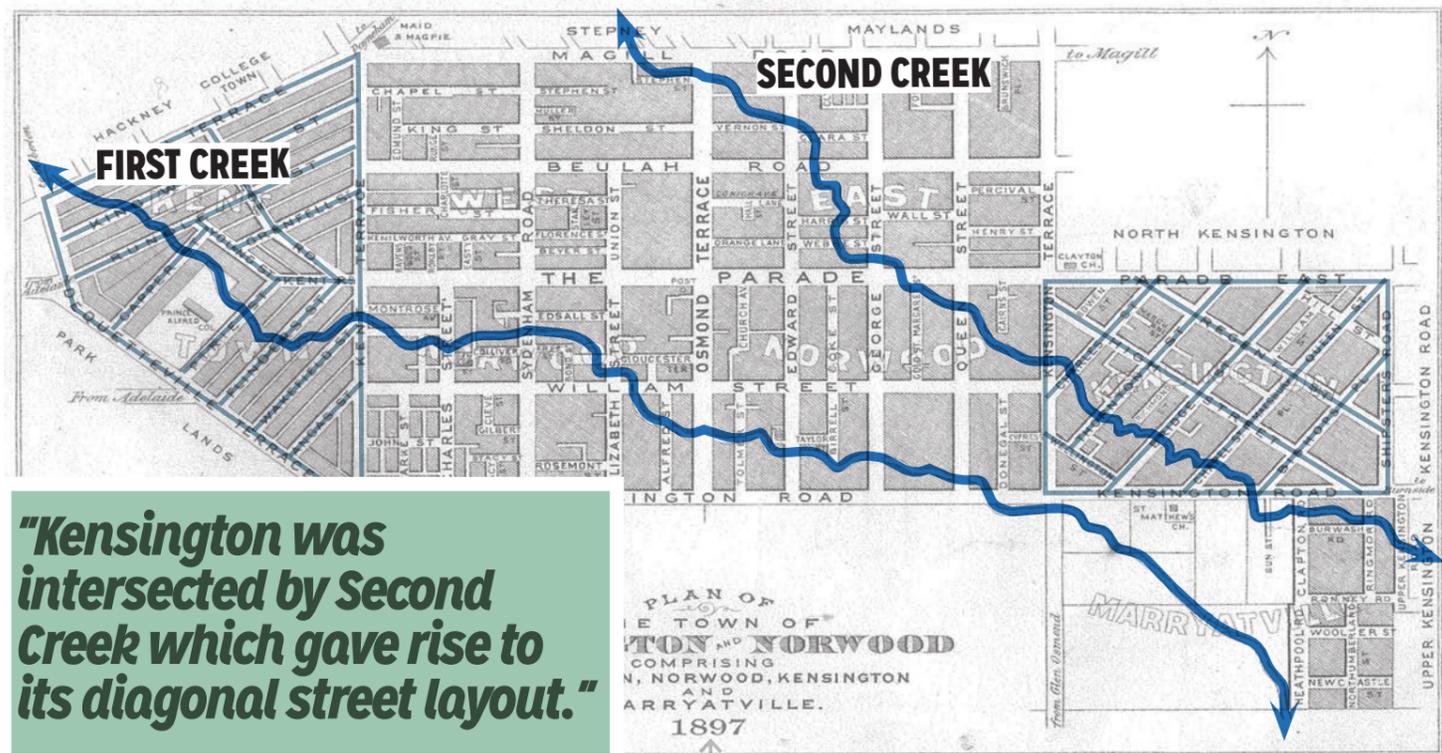
1840's

1860's

"Rail lines were established to provide distribution of beer to hotels from the Kent Town Brewery."



"1878 - The Adelaide Suburban Tramway Co. operated the first horse-drawn tramcar in Australia. The line ran between Adelaide and Kensington."



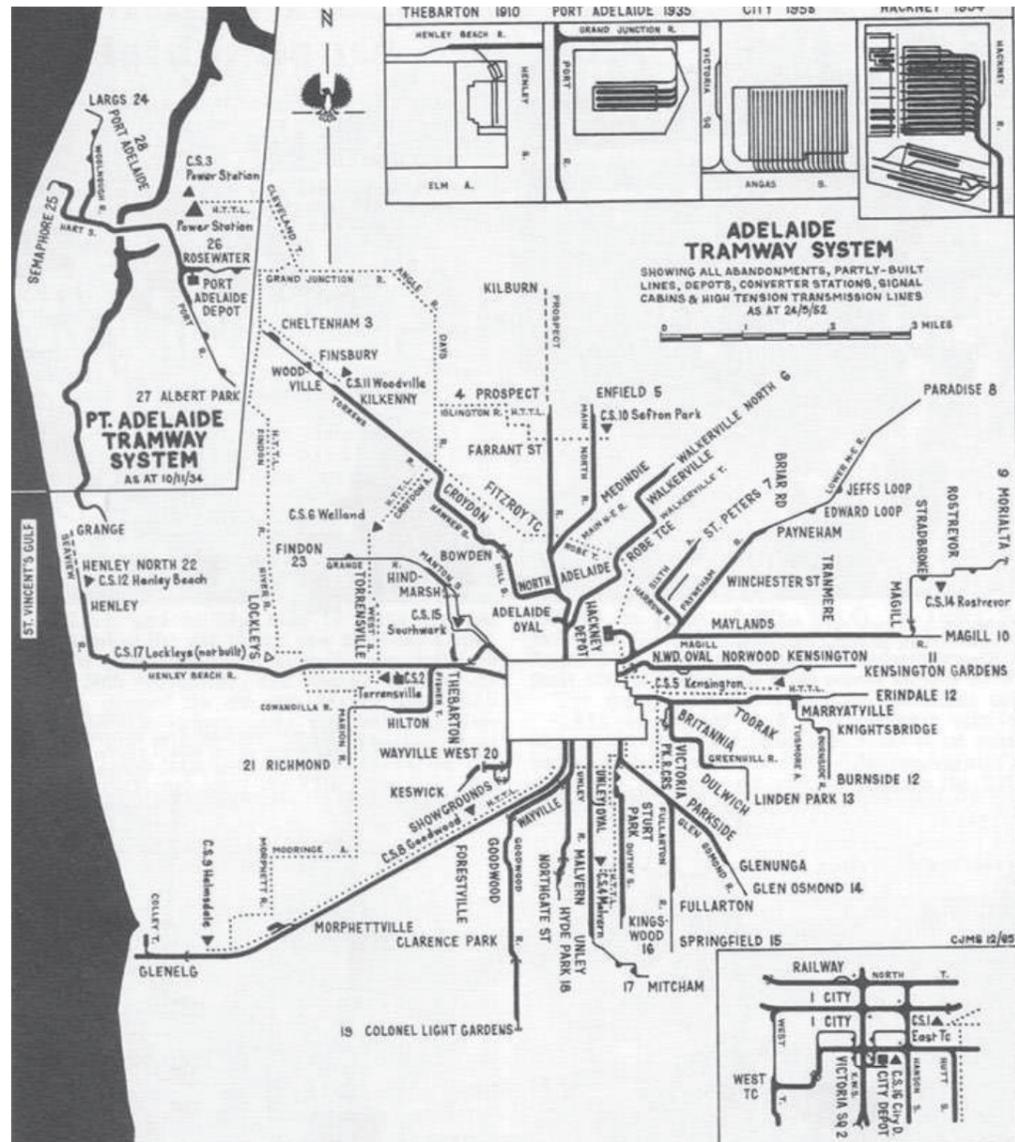
"Kensington was intersected by Second Creek which gave rise to its diagonal street layout."

1870's

1880's

1890's

The tram era 1890 - 1940's



"First Town Hall in South Australia"

↑
1900's

↑
1910

Car dominance along The Parade in the 1960's



1920's



1960's



1990's



1940's

The rise of the motor vehicle during the 1940's signalled the end of the tram era.



Late 1940's



1980's

Median street tree planting - 1980's

1920's

1940's
Post-tram

1960's

1980's

1990's

The Parade Now

The Parade generally accommodates four lanes of traffic across its 1.6 kilometre length, with turning lanes at key intersections, on-street parallel parking and loading zones, and a central planted median. There has been no major investment in the streetscape for several decades, which has resulted in its 'tired' appearance and less than ideal pedestrian environment.

Currently, vehicle traffic takes precedence over pedestrians, the street is difficult to cross, and footpaths are lacking interest and comfort to encourage walking. Generally, there is little or no interaction between adjacent building uses and the public realm. Street trees are either incomplete with sections missing, or trees ageing and failing within the median and verges. Whilst The Parade east of Osmond Terrace has an enclosed urban highstreet feel, the section West of Osmond Terrace is more open in character with sites ready for redevelopment.

East of Osmond Terrace the streetscape is generally more attractive and functions more successfully for pedestrians and vehicles. Traffic is slower, enabling pedestrians to cross the road more easily, the central median trees look healthier and have fuller canopies as a result of irrigation and tree management, and active ground floor uses for hospitality and retailing result in an activated public realm. This activation is supported

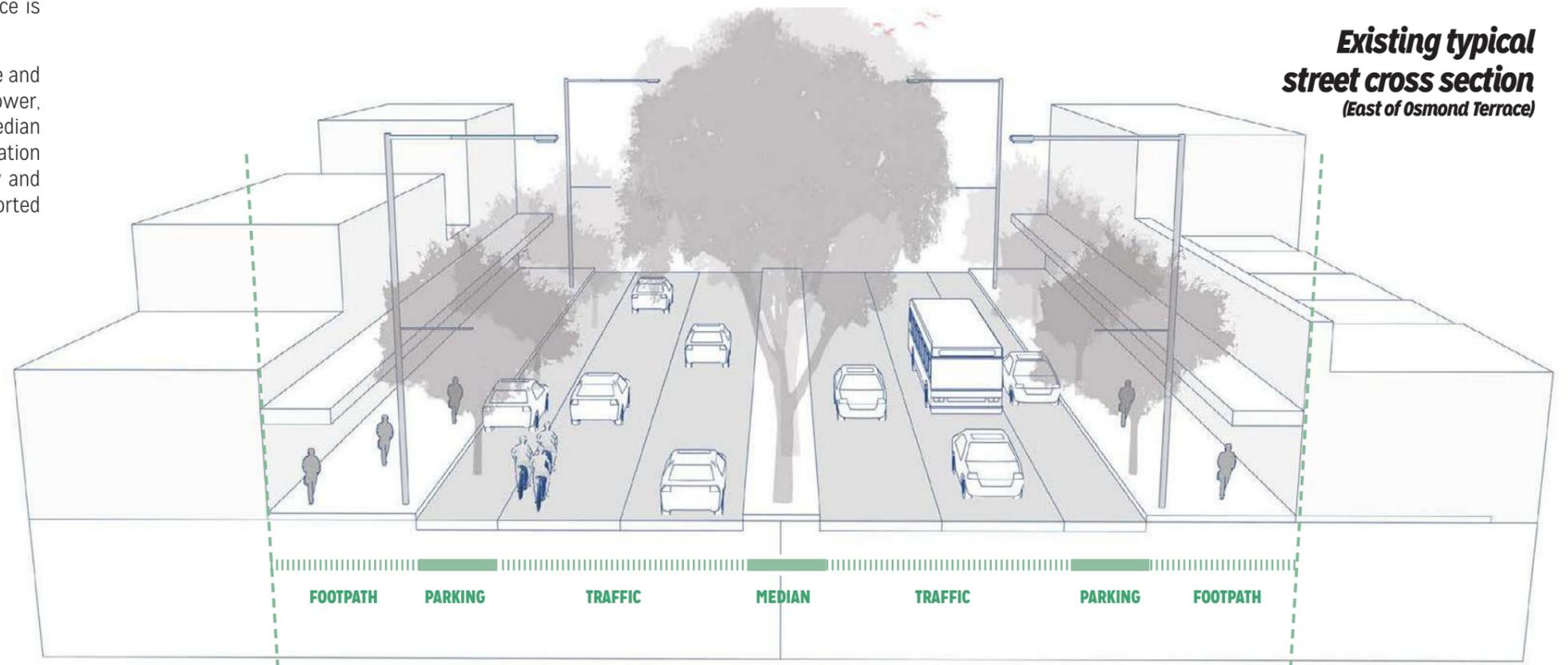
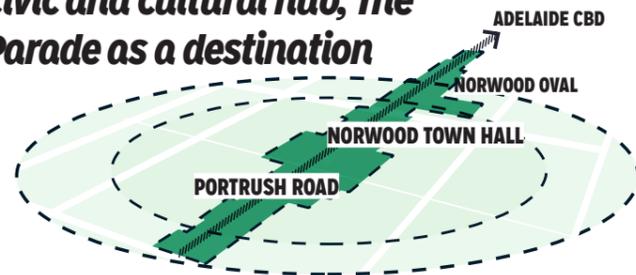
by numerous Council policies and initiatives that reinforce The Parade not only as a destination, but also as a cultural and civic focus for the City of Norwood Payneham & St Peters and eastern region more broadly.

In relation to servicing, to the east of Osmond Terrace, businesses fronting onto The Parade are generally serviced from the rear, with only a very small number of businesses having vehicle access directly off The Parade. Whilst to the west of Osmond Terrace there are more driveways accessing businesses directly from The Parade.

The following sections describe the existing context of The Parade in more detail.

1. Norwood Oval 'Game Day'
2. Fashion on The Parade (Town Hall)
3. Alfresco dining
4. Corner interface activation
5. The Parade West
6. Tour Down Under
7. Osmond Terrace
8. The Parade East
9. Norwood Mall
10. The Parade Heart

Civic and cultural hub, The Parade as a destination



KEY ELEMENTS OF THE PARADE NOW



The Parade Now

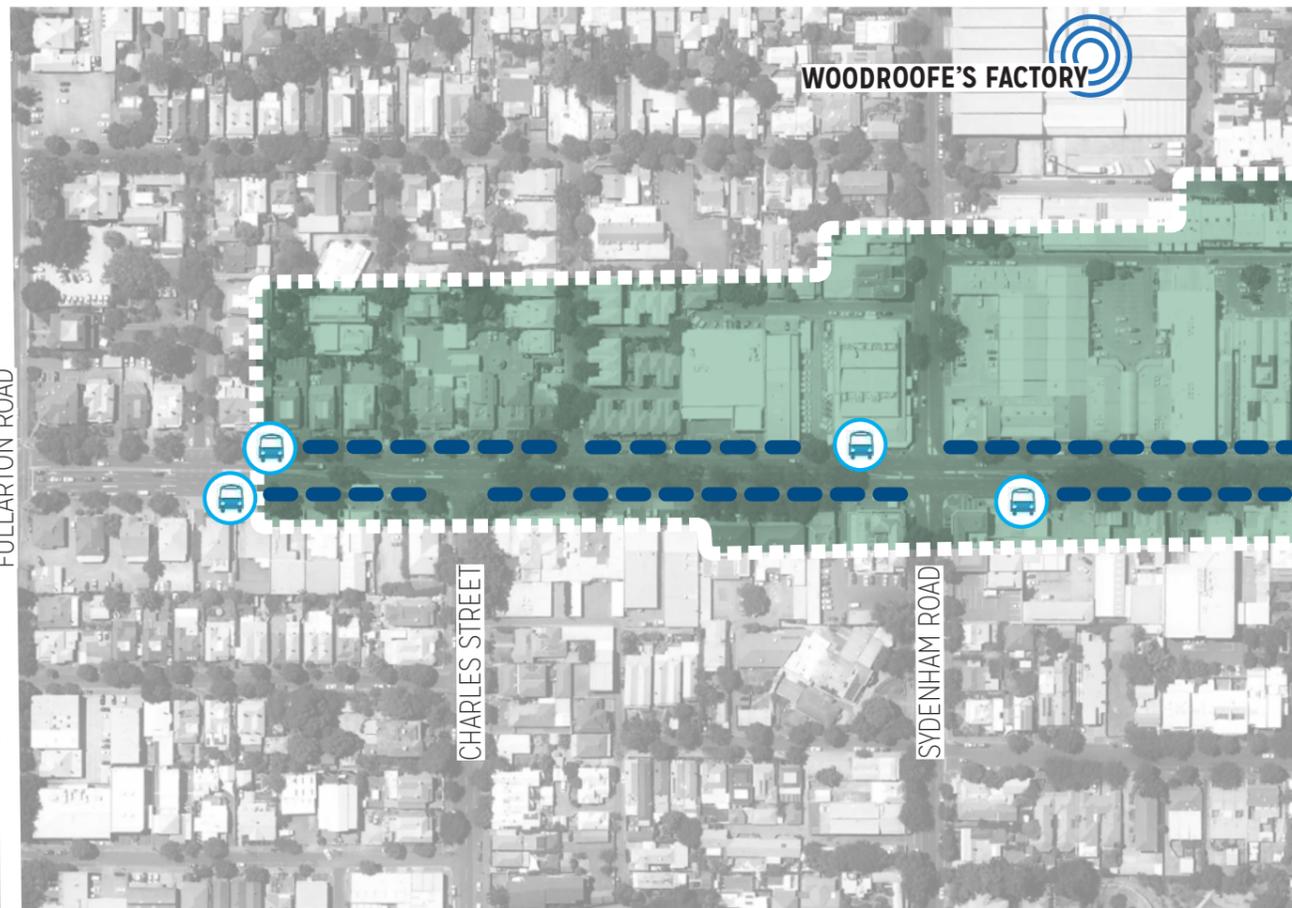
The following map outlines the existing land uses and key points of interest along The Parade, as well as public transport and car parking locations.

LEGEND

-  Open space
-  Development area to residential boundaries
-  Landmark / iconic building
-  Bus Stop
-  Public park
-  Public off-street parking
-  On-street parking

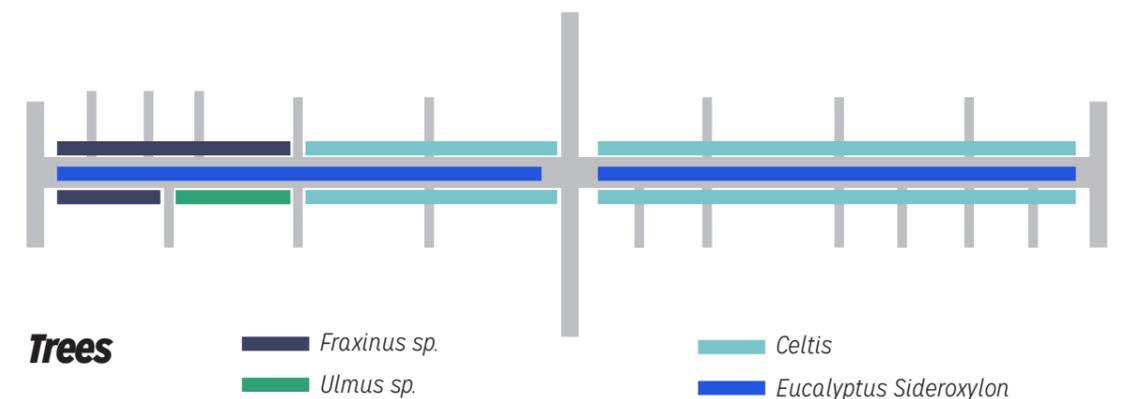
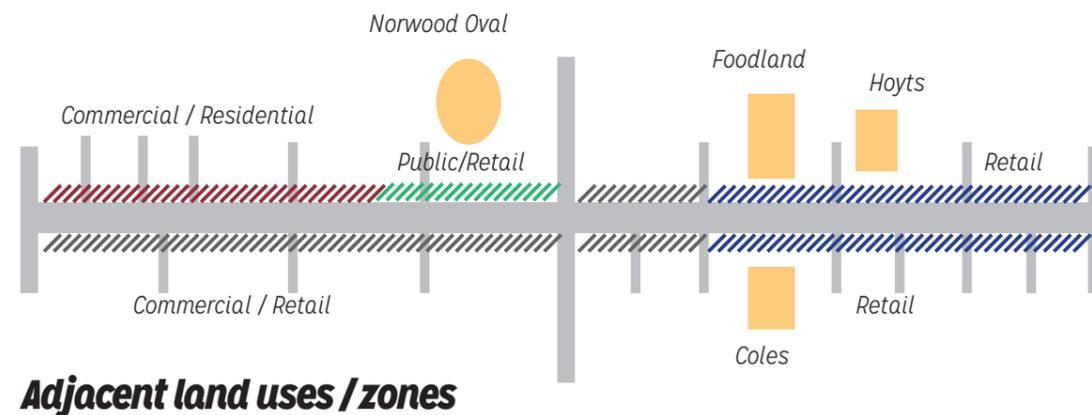


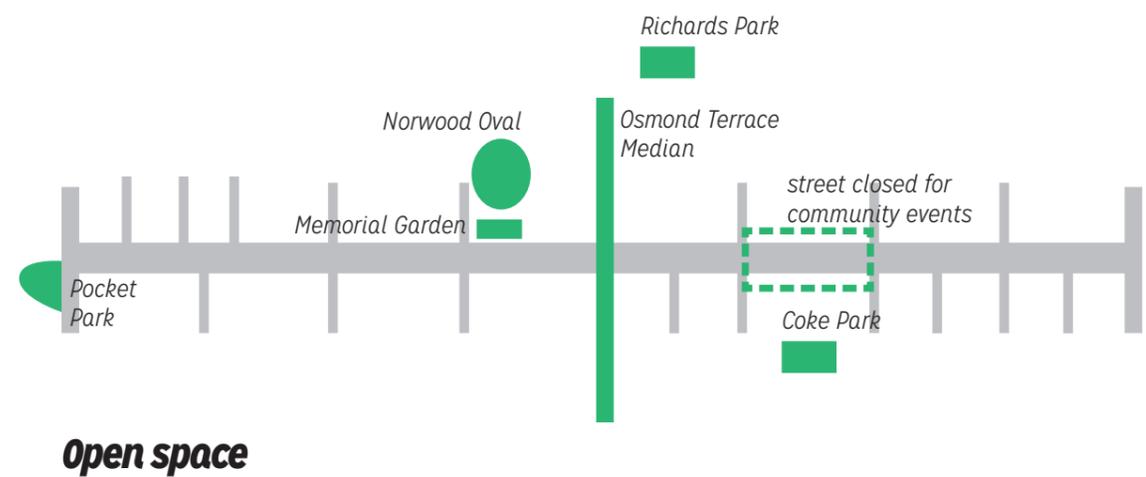
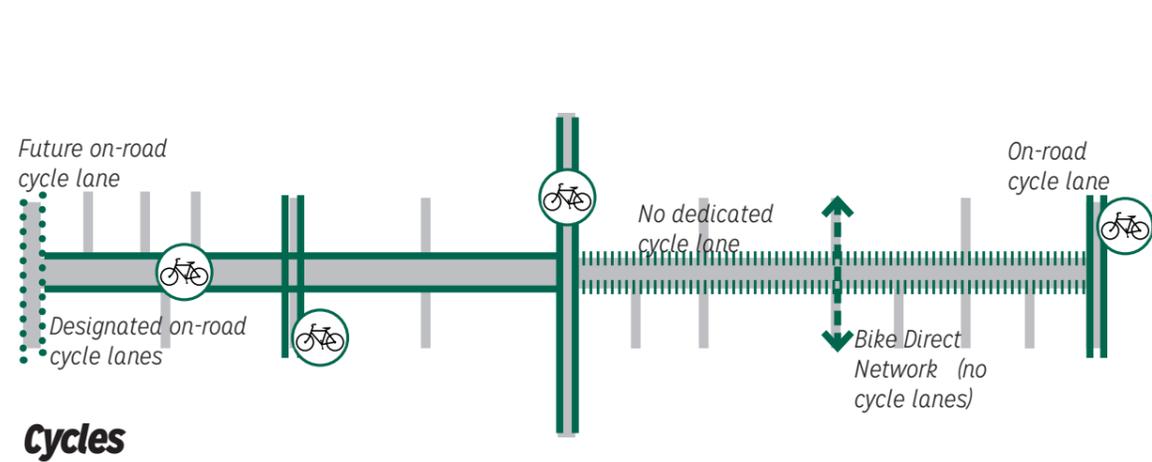
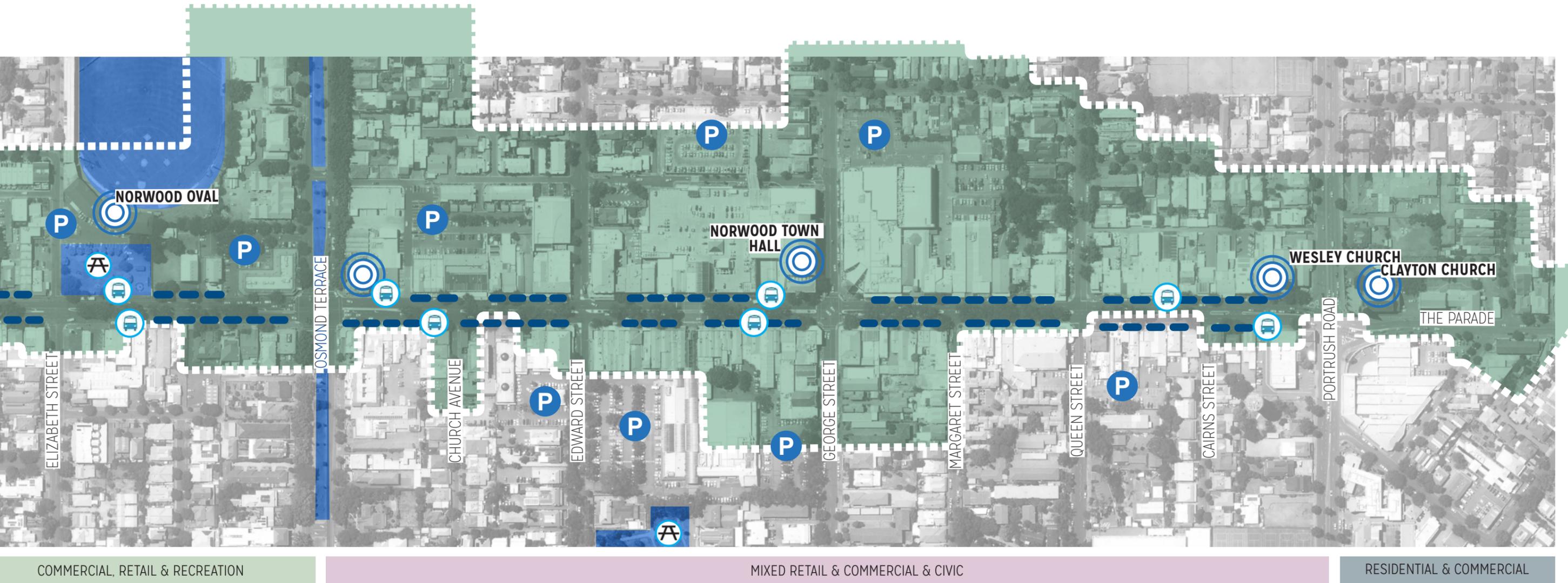
COMMERCIAL & EDUCATION & RESIDENTIAL



MIXED RESIDENTIAL & COMMERCIAL

RESIDENTIAL





Key Public Buildings & Vistas

The Parade runs horizontally from east to west, incorporating views to the City and the Adelaide Hills at each end. There are also a number of key public buildings, particularly of historical significance, that provide a 'sense of place' which are characteristic of The Parade, whilst adding visual interest and contributing to the appearance of the streetscape.

The western section of the streetscape to Osmond Terrace is visually open with predominately single storey buildings, some set back from the street, central median trees with no understorey planting and street tree planting on both verges.

Further east, in the section between Osmond Terrace and Portrush Road, the streetscape becomes more enclosed with two-three storey buildings directly fronting The Parade, prominent heritage and public buildings including the former Baptist Church, Norwood Town Hall and Bath Hotel, median trees and an underplanted central median, verandahs and verge street trees. The Clayton Wesley Church creates a visual 'conclusion' of the vista to the east of The Parade.

Northside facade views Fullarton Road to Portrush Road



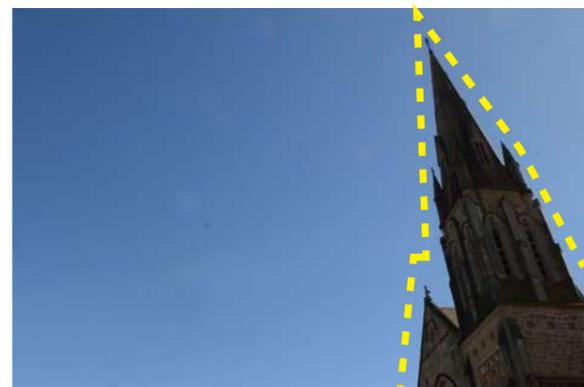
Southside facade views Fullarton Road to Portrush Road



Distinctive view typologies



Exposed corner views



Exposed height views



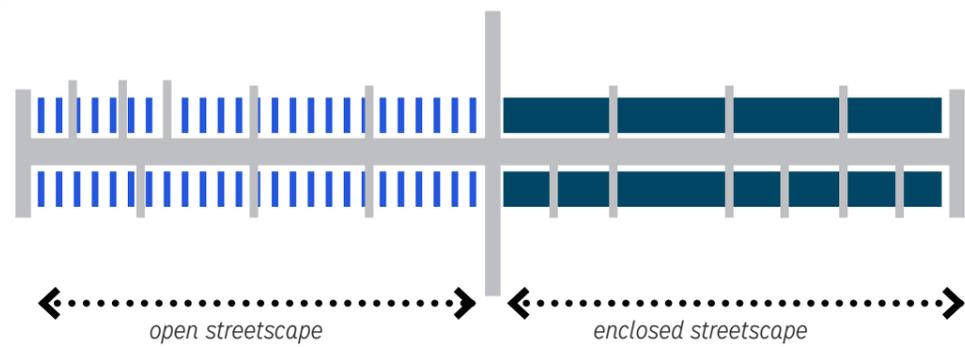
Monument views



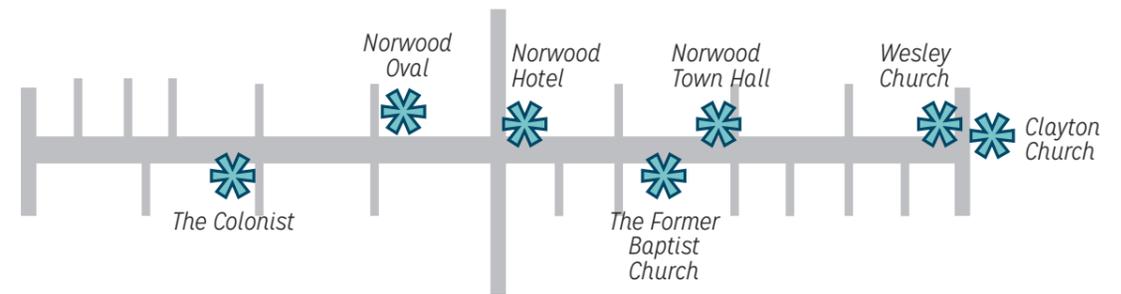
Green corridor views



Streetscape character



Prominent buildings



Street Character

The Parade's unique sense of place and character is built around the village atmosphere that celebrates its local identity and has a local, community 'feel'. The Masterplan has sought to ensure that it preserves what makes The Parade special and what locals value about The Parade: this is its character and sense of place. A key aspect of this 'sense of place' is the uniqueness of The Parade, and the experiences that these unique offerings bring. Understanding this sense of place defines what must be protected and enhanced as The Parade evolves.

As The Parade evolves over time, so will its importance as a desirable street address and location for businesses and residences. The status and vibrancy of the street will encourage increased density and built form in the future, as is already being realised with new apartment buildings that are currently being constructed along The Parade. With increased use and a growing population comes increased demand for high quality public spaces that provide a place to meet, enjoy and experience a lively community life.

<1890'S



1890 - 1920



1920 - 1970



1970 - 2018



Masterplan Vision



“The Parade’s unique sense of place and character is built around the village atmosphere that celebrates its local identity. The Masterplan must ensure that we preserve what makes The Parade special and what locals value about The Parade - this is its character- its sense of place. Understanding this sense of place defines what must be protected and enhanced as The Parade evolves.”

“the village quality”



Street Function

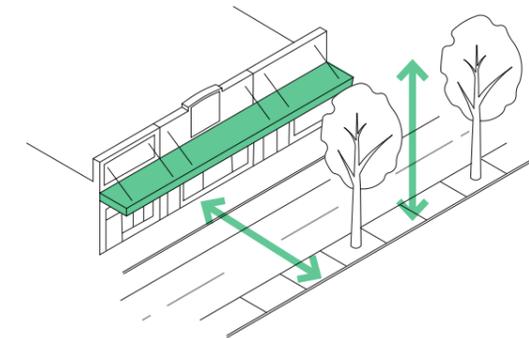
WHAT MAKES THE PARADE WORK

The Parade comprises five key functional components that contribute to its inherent character, namely: Scale, Ground Level Activation, Side-Streets, Car Parking and Servicing. It is the combination of these elements that make The Parade unique and distinguishable. These key functional components provide the building blocks for how to deliver a Masterplan for The Parade that is visionary and bold.



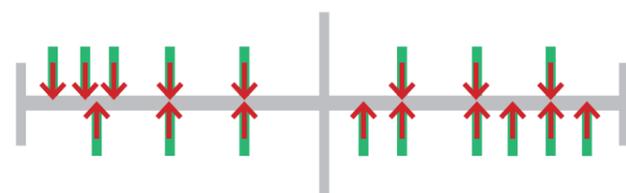
GROUND LEVEL ACTIVATION

As a pedestrian focused main street, The Parade's ground level activation is the centre of interaction. The small and mixed tenancies provide a visual interface with pedestrians that is interesting and diverse. The Parade is effective in providing a main street for the community that offers everything in one location, without the requirement to shop elsewhere, whilst still contributing to the 'village' feel.



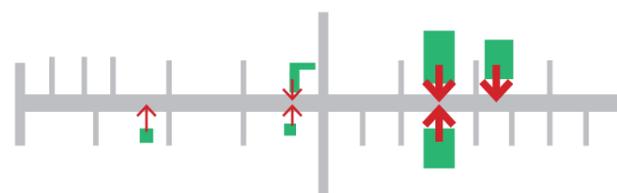
SCALE

Of all of the eastern suburbs main access roads, The Parade is one of the widest. Yet it achieves a level of interaction on a pedestrian or 'human' scale. The traffic volume of the street works effectively through elements such as the central trees and the built interface, in particular the use of verandahs. These elements encase The Parade bringing the scale down to the pedestrian level, yet still allowing four running lanes of traffic and car parking.



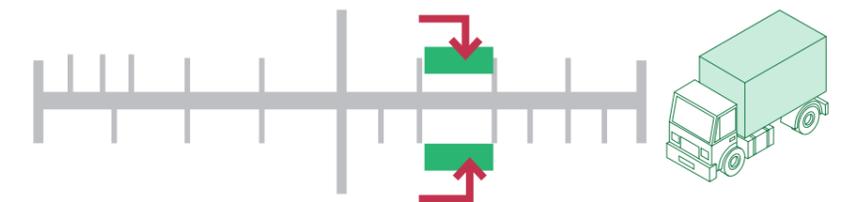
SIDE STREETS

The side streets of The Parade are the key access points for people coming by foot, car and bike. The side streets have formed the intersections to The Parade that are the points of the greatest activity, with a large ground level interface that spills over into these side streets, such as through the corner site tenancies. They also function as key pedestrian corridors for those using rear parking facilities.



CAR PARKING

The existence of a number of large car parks located at the rear of the main street, as well as on-street parking scattered throughout the side streets, contributes to the efficient operations of The Parade by providing pedestrian access corridors as a linkage to the designated car park areas, it enhances the main street atmosphere and concentrates vehicle activity to the rear, creating both a safer, more efficient and more visually appealing streetscape.



SERVICING

Servicing along The Parade for deliveries is minimal. This is one of the key elements in creating The Parade's character, with large servicing corridors for larger shop fronts positioned at the rear of the businesses. By locating all major servicing behind The Parade, it allows for the street to become less cluttered with service vehicles and creates a more attractive and lively mainstreet.

Planning Framework

STATE GOVERNMENT STRATEGIC ASPIRATIONS

Through the development of The Parade Masterplan, consideration was given to the relevant long-term vision and aspirations outlined in the Council's Strategic Management Plan, *CityPlan 2030: Shaping Our Future*, as well as the State Government's strategic aspirations outlined in its various strategic documents listed below:

- The 30-Year Plan for Greater Adelaide
- Inner Metropolitan Rim Structure Plan
- Principles of Good Design, Office for Design + Architecture

In relation to the State Government's aspirations, The Parade Masterplan will need to align with the State's vision and reflect an integrated framework which supports informed planning and decision making and generates mutually beneficial outcomes. At a local level, the Masterplan also needs to recognise the intent of the Development Plan policies and how they will influence new development on The Parade.

STATE GOVERNMENT STRATEGIC PLANS

In particular, the Masterplan has considered both *The 30-Year Plan for Greater Adelaide* and the *Inner Metropolitan Rim Structure Plan*. Both of these strategic documents designate The Parade and more broadly Norwood, as an area which has significant high density mixed-use regeneration opportunities. The achievement of this population growth increases the need and demand for good quality, well designed community facilities and public open spaces.

Specifically, *The 30-Year Plan* identifies fourteen Principles to shape the policies and actions of the Plan. The following Principles will be supported through the implementation of The Parade Masterplan over time:

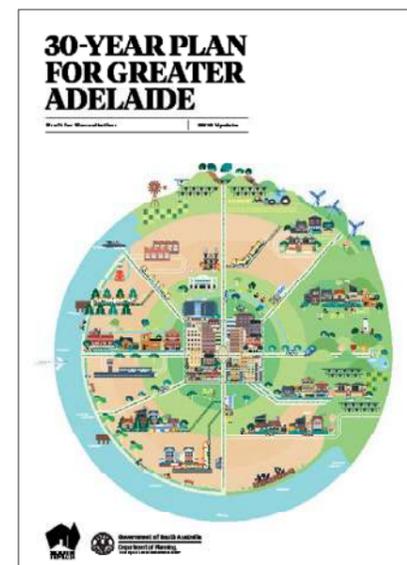
1. A compact and carbon neutral city
2. Accessibility
3. World-class design and vibrancy
4. Social inclusion and fairness
5. Heritage and character protection
6. Healthy, safe and connected communities
7. Economic growth and competitiveness
8. Climate change resilience

CITYPLAN 2030: SHAPING OUR FUTURE

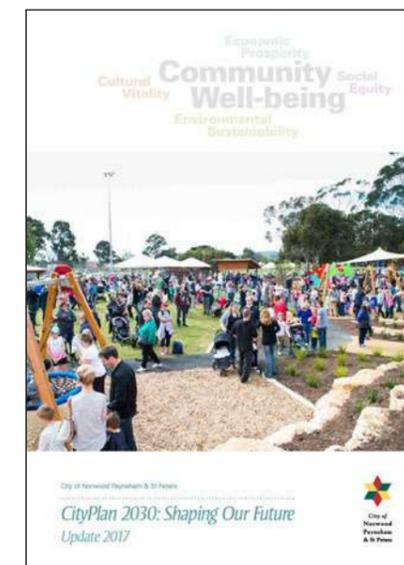
CityPlan 2030 provides the overarching strategic framework for all of the Council's services, projects and decision-making. *CityPlan 2030* is based on a quadruple bottom line approach, applying best practice sustainability principles to guide all decisions as to how the Council plans and delivers its services and facilities. The four pillars of integrated sustainability upon which the Council has based its strategic plan are: social equity, cultural vitality, economic prosperity and environmental sustainability. In addition to responding to all four of these Outcomes, the Masterplan also works towards delivering the Council's primary objective of community well-being.

In respect to The Parade, *CityPlan 2030* recognises the importance of The Parade as a major retail and commercial precinct as well as a destination, which offers social and cultural experiences for all.

The implementation of The Parade Masterplan will be the first step in delivering two of the Council's key objectives: *pleasant, well designed and sustainable urban environments and Dynamic community life in public spaces and precincts*.



The 30 Year Plan



CityPlan 2030

NORWOOD PAYNEHAM AND ST PETERS (CITY) DEVELOPMENT PLAN

The Development Plan is a statutory policy document which guides the type of development that can occur within the Council area. The Development Plan outlines how an area should be developed, including the type of development that is encouraged or discouraged. It is used to assess Development Applications.

The majority of The Parade is within the District Centre (Norwood) Zone, which outlines the following Objectives for new development in this area:

1. A centre that accommodates a range of retail facilities, offices, consulting rooms, and cultural, community, public administration, entertainment, educational, religious and residential facilities to serve the community and visitors within the surrounding district.
2. Development of a visually and functionally cohesive and integrated district centre.
3. Integrated, mixed-use, medium rise buildings with ground floor uses that create active and vibrant streets with commercial and/or residential development above.
4. Buildings sited to provide a continuous and consistent low-scale building edge with verandahs/awnings over the public footpath and buildings designed with frequently repeated frontage form and narrow tenancy footprints.
5. Amalgamation of allotments into larger sites to optimise co-ordinated development options for the land, particularly where it will facilitate a cohesive built form, maximise shared car parking arrangements and minimise the number of vehicle access points.

6. Development that contributes to the desired character of the zone.

Additionally, a large portion of the southern half of The Parade between Fullarton Road and Osmond Terrace is within the Business Zone, which outlines the following Objectives for new development in this area:

1. Development providing a range of business and related activities, including offices, consulting rooms and retail showrooms.
2. Development providing warehouses, light and service industry and service trade premises in locations specified hereunder.
3. Residential development located above compatible ground level non-residential development in identified locations along arterial road frontages, with some opportunity for wholly residential development in identified locations.

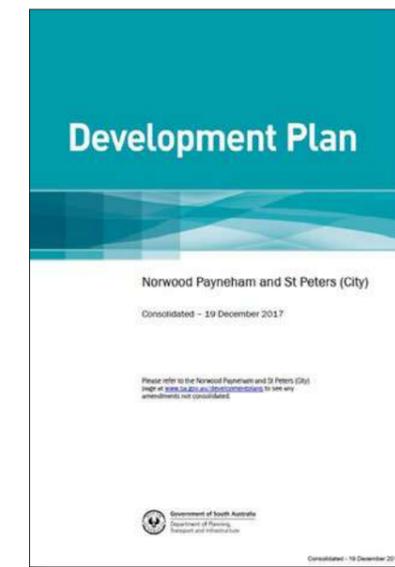
Finally, a section of the northern side of The Parade between Eastry and Fullarton Roads is located within the Mixed Use Historic (Conservation) Zone, which outlines the following Objectives for new development in this area:

1. Development which conserves and enhances the heritage value and existing historic and residential character of Dequetteville Terrace, Rundle Street, Fullarton Road, Payneham Road, Portrush Road and The Parade frontages of the zone.
2. The retention and conservation of land, buildings, structures and landscaping elements within the Mixed Use Historic

(Conservation) Zone that contribute positively to its heritage value and historic character.

3. Development primarily accommodating offices, consulting rooms, residential apartments and townhouses (except in the Portrush Road Policy Area) and also providing tourist accommodation in Dequetteville Terrace Policy Area.

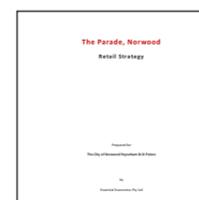
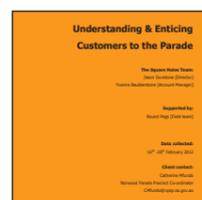
The intent of The Parade Masterplan is to complement the built character and provide a public realm that encourages people to spend time on the street, and leave with positive experiences.



Development Plan

Other key strategic documents and policies

- City-wide Cycling Plan
- Outdoor Dining Policy
- Live Music Policy
- Resilient East: Regional Climate Change Adaptation Plan





The Parade ca.1914



*The Road to
Tomorrow*

02

Strategic Approach

Framework

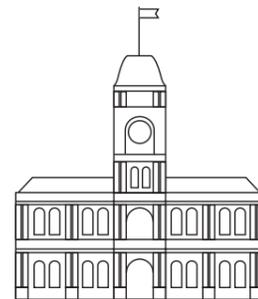
The primary objective of the Masterplan is to provide a planning and design framework which outlines a preferred future for The Parade, which builds on the intrinsic character of the street, whilst increasing its functionality, amenity and commercial opportunity.

Working in conjunction with the Government of South Australia and through consultation with local businesses and the Norwood Payneham & St Peters community, a multi-faceted framework has been developed by prioritising the following:

- Revising the layout of the street to accommodate new uses, increasing functionality, increase amenity, and achieving durability and flexibility to change over time.
- Investing in infrastructure, including a sustainable tree canopy and stormwater infrastructure.
- Increasing public access and pedestrian use of the street.
- Reinforcing The Parade as a world-class destination with vibrant public spaces.

The mix of attractive, established and well-used places on The Parade create a lively and desirable precinct, which helps to encourage new uses, retain existing ones, and attract additional investment in the area. Further public and private investment can be attracted by reinforcing The Parade as a destination which functions well, and provides a variety of services and opportunities with an appealing streetscape and a high level of amenity..

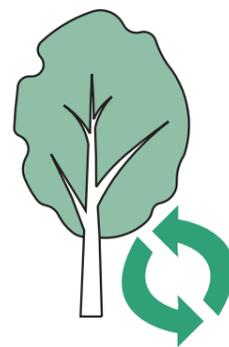
The Masterplan framework for the streetscape and public spaces takes advantage of The Parade's attributes including the scale of built form fronting the street, the existing heritage buildings, and the established tree planting within the footpaths and central median; all of which contribute to the unique characteristics of this mainstreet. The framework has also sought to address the challenges of The Parade as a key transport link within Adelaide's metropolitan transport network, and the increased pressure for urban consolidation within the broader area; especially for housing fronting onto or adjacent to The Parade.



Character & sense of place

The Parade's future is driven by many physical, cultural and social attributes including:

- Long term vision
- Protection of existing heritage and future heritage
- Accessibility, comfort and vibrancy
- Collaborative action.



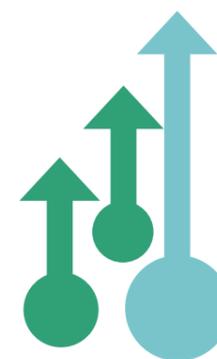
Building on existing qualities

Many of The Parade's desirable qualities are already there - heritage, street trees and mixed uses. A vision for the future builds on these qualities whilst providing for improved functionality and amenity for the street, and new investment into the area.

'2040+'

Long term vision

A Vision, which is guided by a set of 'design principles', has been developed to provide the planning and design framework to guide a long term vision for The Parade.



Presence & integrity

The street's presence and integrity should be first and foremost in the development of a vision for its future long-term development and evolution .

In consideration of this, the Masterplan has been prepared recognising four key elements that comprise the vision for the street:

- Character & 'sense of place'
- Building on existing qualities
- Long-term vision
- Presence & integrity



DESIGN GOALS FOR THE PARADE

One of the key design goals for The Parade is to improve the functionality and amenity of the street, whilst retaining the existing landscape character. The design strives for an overall consistency along the full length of The Parade, whilst recognising that the character will vary according to differing adjacent land uses.

THE MASTERPLAN

The Parade Masterplan, this document, comprises a set of principles, drawings, text and illustrations that outline the framework for the future control and development of The Parade. It describes the desired future character of the public spaces, including the footpaths and the general street cross-section, along the full length of the street. The Masterplan also describes the types of activities intended to be accommodated, as the underlying design structure of the kerblines, intersections, street tree planting, lighting and furniture that contribute towards the quality and feel of the street. The role of the Masterplan is to help the community to visualise these future spaces, and the Council and the Government of South Australia to plan and implement renewal.

VISION AND PRINCIPLES

The Parade is an important part of the metropolitan transport network. Reconfiguration of the road cross-section and any intersections will retain this function whilst improving amenity and pedestrian use. Equally important is the active management of the existing street trees (verges and medians) and implementation of a strategy for succession planting that looks to replace existing failing trees or those deemed unsafe.

Sustainability and feasibility underpins the design of the upgraded mainstreet. The street design must be feasible to not only build, but to maintain sustainability, particularly as the density of built form increases and more people use the street every day. The public spaces comprising The Parade must still be wonderful places to be in for future generations in a world affected by climate and economic change.

The Vision and Principles section of the Masterplan outlines the Vision for the future redevelopment of The Parade, and describes the principles intended for The Parade in more detail. Applying the overall Vision and Principles will result in a public realm that is vibrant, functional, safe and attractive everyday destination.

STRATEGIES

Through the preparation of the Masterplan, key strategies have been developed to support its implementation. The strategies are broadly grouped under movement, public realm, activation and built form and describe the roles and elements of the street, which come together to meet the needs and expectations of a broad range of users.

Early implementation strategies reconfigure kerblines and some key intersections to establish a long term structure and spatial arrangement of the street. New street trees and the replacement of declining or unsafe trees reinforces the urban streetscape structure of The Parade as well as increasing the amenity of the street for pedestrians.

The implementation of the Masterplan will see new footpaths, lighting, street furniture, gardens and public art.

IMPLEMENTATION

The first stage of the project is developing the Masterplan, which is this document. This will be followed by the detail design of the upgraded streetscape, and finally the staged construction of the upgrade. The implementation of the construction program for the redevelopment of The Parade needs to occur in a coordinated, strategic manner to minimise impacts to the businesses and the community whilst undertaking construction in an efficient and timely manner.

The first phases of implementation will involve reconfiguring the street geometry and reinforcing a strong and consistent tree canopy. These works will occur in conjunction with other adjacent works concerned with the side streets and pedestrian alleys running perpendicular to The Parade.

It should be noted that a more detailed and holistic traffic study will be undertaken during the detail design stage. The Council is also committed to investigating additional parking opportunities within The Parade precinct, through all stages of implementation.



Drivers of Change

The Parade Masterplan reinforces the role of the street as a civic and commercial destination as well as a transport corridor servicing Adelaide's eastern suburbs. It provides guidance and a solid framework prior to the anticipated densification of built form expected as a result of urban consolidation along and adjacent to The Parade.

The key drivers of change, which have generated the need for the Masterplan are:

- Uplift in building densities within Kent Town, Norwood, Beulah Park and Kensington as a result of policy adjustment embedded within the SA Government *30-Year Plan for Greater Adelaide* and the resulting Norwood, Payneham and St Peters (City) Development Plan Amendment.
- A desire from the Norwood community, including businesses, to improve amenity of The Parade, including wider footpaths and improved paving and street lighting.
- A need to manage green infrastructure assets differently as a result of climate changes, including planning for tree succession, increased shade and introduction of water sensitive urban design.

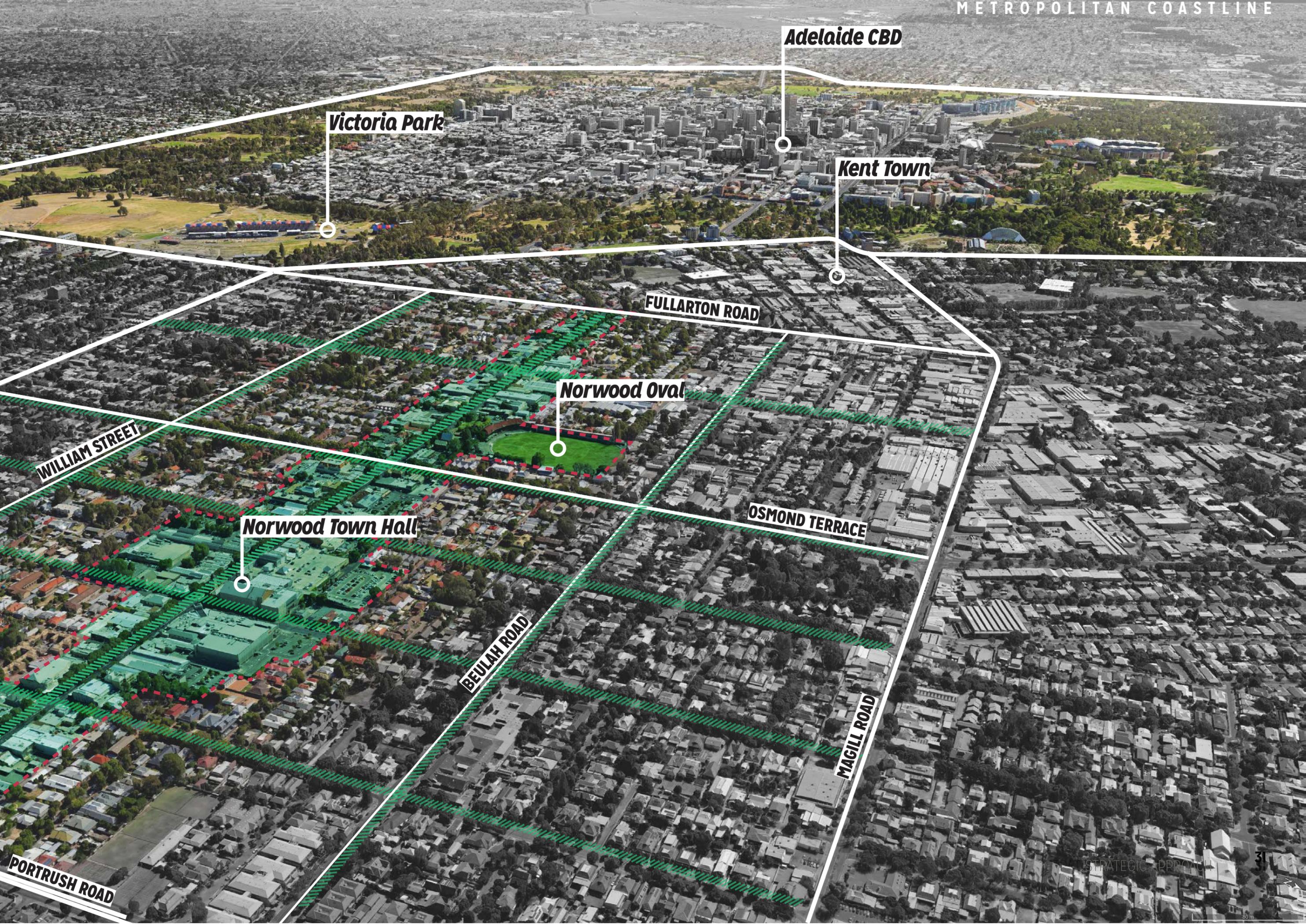


Drivers of change:

- > Uplift
- > Street amenity
- > Character resilience

A civic and commercial destination and transport corridor servicing Adelaide's eastern suburbs.





Adelaide CBD

Victoria Park

Kent Town

FULLARTON ROAD

Norwood Oval

Norwood Town Hall

OSMOND TERRACE

WILLIAM STREET

BEULAH ROAD

MAGILL ROAD

PORTRUSH ROAD

Realising The Parade's Potential

BENCHMARKING

The Parade sits amongst other significant high streets that identify many great cities. These include: Sydney, San Francisco, Portland, Melbourne and Adelaide.

The Parade is a place not only for the residents of Norwood, but a destination for the wider Adelaide community. It shares with other successful high streets an active public realm both during the day and at night, and responsiveness to the street's edges and adjacent land uses. Similar streets are straightforward in their layout and design, as well as being well-maintained and managed.

“the high street of Adelaide”

CHAPEL STREET, MELBOURNE, AUSTRALIA



The Chapel Street precinct in Melbourne is defined by its architectural character through a mixture of small tenancies and a diverse mix of retail and commercial shopfronts.

Visitors are drawn to the street for its chaotic and vibrant atmosphere. Consisting of a busy streetscape interface with pedestrians, vehicles and trams combined with diverse mix of shop frontages.

Pedestrian / cycle focus

Strong heritage background

Length: 4.13km

Width: 19.5m average

ABBOT KINNEY BOULEVARD, CALIFORNIA, U.S



Abbot Kinney Boulevard is a mile long stretch of popular shops, restaurants, and galleries located in the Southern Part of Venice, California. Designed by the 19th century millionaire entrepreneur Abbot Kinney, the Boulevard is filled with trendy F+B, boutique retail, art galleries and salons. Abbot Kinney is defined by its small shop frontages and distinctive palm trees.

Relevance

Small tenancies

Iconic trees and consistent tree planting

Length: 2.1km

Width: 25m average

GEORGE STREET, SYDNEY, AUSTRALIA



The George Street upgrade sets a new benchmark in urban city streets and shared use. Prioritising pedestrians, trams and cyclists, the street is intended to become less car dominant. The approach is a blend of forward thinking design whilst still having a link to the historical identity of the street.

Relevance

Pedestrian/cycle focus

Strong heritage background

Length: 3km

Width: 17.2m average

JETTY ROAD GLENELG, ADELAIDE, AUSTRALIA



Jetty Road Glenelg is Adelaide's favourite seaside destination, located just 20 minutes from the City connected by a Tram corridor. Greatly enjoyed by locals, the shopping strip also attracts tourists from around the world with its stylish fashion boutiques, jewelry stores, art galleries, homewares, gift shops, and more.

Relevance

High street

Shopping strip

Heavy pedestrian focus

Rear access parking

Length: 0.7km

Width: 20m average

KING WILLIAM ROAD, ADELAIDE, AUSTRALIA



A high street also based on the outskirts of the Adelaide Parklands, King William Road functions as a destination street offering a high level of commercial and retail business to the southern suburbs and the Adelaide CBD.

Relevance

Small tenancies

Community/village atmosphere

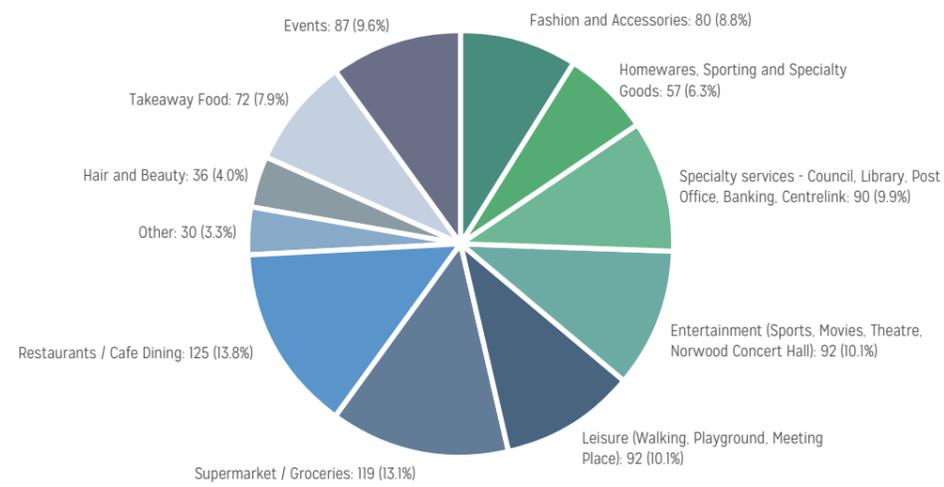
High street

Length: 2.1km (paved)

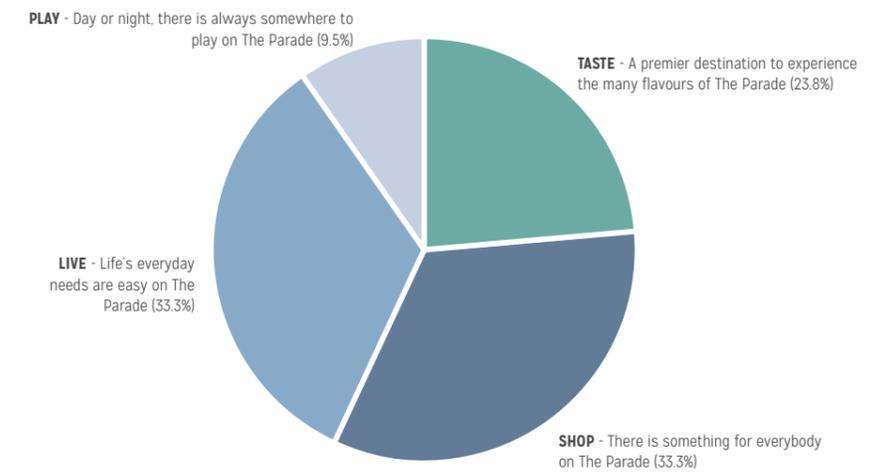
Width: 16m average

Themes	Key Issues
Traffic	<p>Reduce car flow – consider no cars and a tram down The Parade with a bike lane and lots of trees</p> <p>The Parade/George Street intersection is dangerous and needs no right turn</p> <p>Consolidate parking at rear of The Parade to improve efficiency</p> <p>Need safe cycling from Osmond Terrace to Queen Street</p>
Streetscape	<p>More public places to sit in a pleasant, green environment</p> <p>More bike racks needed but footpaths are too congested at present</p> <p>More street art needed, as well as places for young people</p> <p>Road pavement needs repair due to tree roots</p> <p>Temporary open space for public events that allows community flexibility</p>
Side Streets	<p>A 'scatter' pedestrian crossing is needed at the George Street intersection for safety</p> <p>George Street is ideal for a green space between Council and the theatre</p> <p>Improve intersection at Edward Street – dangerous for pedestrians, cyclists and vehicles</p>
Culture	<p>Keep the shabby chic, cosmopolitan and European style</p> <p>More kids' activities, events and festivals</p> <p>More diverse restaurants needed</p> <p>Conserve 'new' heritage</p> <p>Bring back the Adelaide fashion festival</p>
Urban Development	<p>High density very close to The Parade is good. Encourage second floor activation residential and mixed use. Allow higher densities in southern section and enable mixed use</p> <p>Maintain fine grain character –with small shop frontages and mixture of building types</p> <p>Kent Town residential development will generate demand for shops but this area needs to better connect the CBD to The Parade</p>

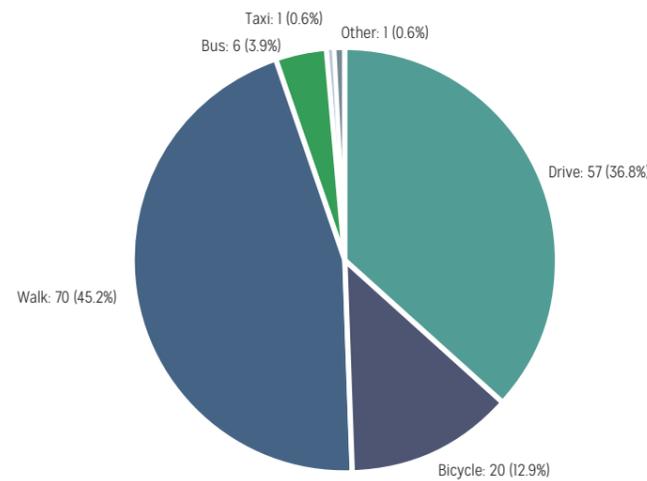
Why do you come to The Parade?



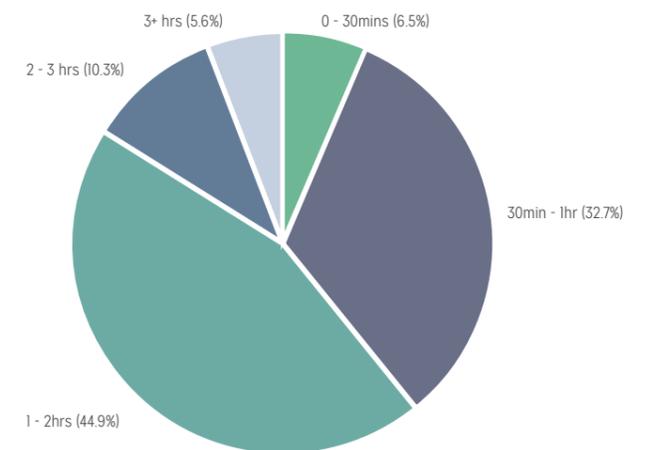
What do you love most about The Parade?



How do you travel to The Parade?



How long do you generally spend on The Parade?



Community Engagement

PHASE 2

Using the comments which were received in Phase 1, a number of design concepts were developed for The Parade and released to the community for consideration. Phase 2 of the Project provided further detail about the current and potential configuration of The Parade, dividing the street into five 'parts' or elements:

- The Parade West
- The Parade 'Heart'
- The Parade East
- George Street
- Side Street Intersections

The existing street configuration was shown, and a potential new configuration was provided for each street element to demonstrate what the street could look like through the Masterplan upgrade.

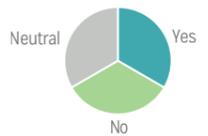
SUMMARY OF COMMENTS

Through multiple open engagement sessions, traders information evening and the 'Have Your Say' Council website an analysis of the feedback provides the following support for:

- George Street concept design
- Slowing traffic speeds and an improved pedestrian focused environment
- Extended footpaths to improve pedestrian conditions + safety
- A safer cycling environment
- Reconfiguration of key intersections and median vehicle cross-overs

The following Table is a summary of key themes, issues and potential actions from the phase 2 community engagement.

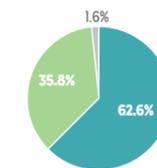
Theme	Issue	Action
Carparking	Concerns with removing on street parking.	Any on-street parking reductions will be staged over a number of years.
	Concerns with removing on street parking along side streets.	The intention is to target The Parade Core (George-Edward) for initial parking reductions. The proposed street template allows for flexibility between carparking and increased footpath width. The Masterplan proposes a holistic carparking strategy, including better wayfinding and signage for off-street parking. Investigate additional off-street parking possibilities.
Street Crossing & Safety	Traffic along The Parade is too busy and fast	Proposed scramble crossing for George Street.
	Pedestrians feel unsafe crossing the road	New signalised intersections for key pedestrian crossing points proposed. Proposed reduction in speed limit.
	High volume of traffic along side streets during school pick up/drop off	Propose traffic lights to work together to improve flow of traffic and flow of pedestrian movements.
	Section between The Parade and Beulah Road is often used as 'speed track'	Proposed 'thresholds' to all side street crossings allowing greater priority for pedestrians. Proposed traffic calming strategies.
General Streetscape	Some buildings in poor condition	By upgrading the public realm, this encourages the up-keep and presentation of the street facades.
	Concerns over proposed development and height	The Masterplan includes recommendations for proposed building heights and massing. Solar access to the street is considered a priority.
Trees	Some parts of The Parade not 'green' enough	Additional street trees proposed along the entire length of The Parade
	Desire for more trees and not to lose any existing trees	Additional garden beds proposed The intention is to maintain as many existing trees as possible. Only trees that pose significant safety concerns are proposed for removal.
Lighting	The Parade looks dark and unwelcoming in the evening Poor night lighting	Proposed new lighting for the entire length of The Parade with additional feature and amenity lighting a key focus points (eg Heritage buildings and high pedestrian areas).
Bikes	No designated bike lanes on The Parade East	The proposed Masterplan includes designated bike lanes along The Parade West.
	Feel unsafe riding along The Parade	There is not enough room to include a new complying bike lanes along The Parade East, it is proposed that a shared lane is investigated.
	Parked car doors can be dangerous	The Masterplan seeks to promote Beulah and William as safe alternate bike routes. Proposed slower traffic speeds will improve safety of cyclists.



Sample of Phase 2 survey questions are shown below:

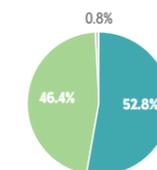
Question 1.a

Do you support reducing The Parade's speed limit to 50 km/h between Fullarton Road and Osmond Terrace?



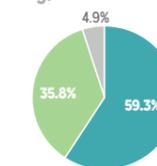
Question 1.b

Do you support reducing The Parade's speed limit to 40 km/h between Osmond Terrace and Portrush Road?



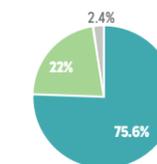
Question 3

Do you support widening The Parade footpaths from 4 metres to 6.5 metres to accommodate increased pedestrian movement and streetscape activities (e.g. outdoor dining)?



Question 4

Do you support sidestreet intersections (e.g. Edward Street) to be made more pedestrian friendly using continuous cross-overs? (i.e. raised crossings)





PHASE 3

The key objective of the third and final phase (Phase 3) of community consultation and engagement on the Project, was to present the community with the draft Masterplan which was developed based on the comments received from the community, businesses and key stakeholders, through the previous two phases of consultation, Phase 1 and Phase 2, of the Masterplanning process.

The Phase 3 community consultation and engagement process commenced on Wednesday 25 July 2018 and concluded on Friday 17 August 2018.

During the Phse 3 consultation period, a total of 593 people visited the consultation page on The Parade Masterplan haveyoursay website, over 4,100 people visiting The Parade Masterplan haveyoursay website over the entire course of the Project.

In addition to the distribution of postcards, a letter advising of the proposal to change the intersections at the five nominated side streets, and specifically, to prevent right-hand turns into these side streets by extending the central median strip was distributed to all residents, business owners and property owners located on the five affected side streets adjoining The Parade. Specifically, these side streets include Ravenswood Avenue, Sydenham Road, Church Avenue, Margaret Street and Cairns Street.

SUMMARY OF COMMENTS

In total, 159 submissions were received, comprising of 68 submissions being lodged as formal written submissions and the remaining 91 being submitted as responses to a survey that was distributed by a group referred to as 'Norwood Parade Traders'. Of the 68 written submissions received, thirteen were submitted by business owners or managers, several of whom are also residents of the City.

Below is a summary of the key issues raised by the community during the Phase 3 consultation process:

- General support for creating a more pedestrian-friendly streetscape and the inclusion of a scramble crossing at the George Street intersection;
- Concern about provision of car parking within the vicinity of The Parade;
- General opposition to the extension of the central median at the five specified side streets;
- Desire for dedicated bicycle lanes along the full length of The Parade;
- General support for the retention of the street trees within the central median strip and for the inclusion of additional landscaping and street trees; and
- Concern about current traffic flows and the effectiveness of measures to improve this through the Masterplan.

In response to the comments received during the Phase 3 consultation process, several key changes were made to the Masterplan including:

- The retention of the existing right-hand turn movements from The Parade into the five nominated side streets (Ravenswood Avenue, Sydenham Road, Church Avenue, Margaret Street and Cairns Street);
- A recommendation to reduce the speed limit along The Parade between Osmond Terrace and Portrush Road, from 50 km/hour to 40 km/hour; and
- The inclusion of bicycle lanes along the entire length of The Parade.

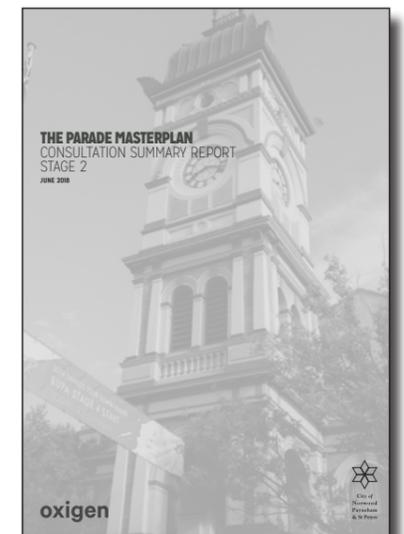
The remaining changes and initiatives proposed through the draft Masterplan, such as the widening of the footpaths, additional street tree planting and landscaping, and general amenity improvements, have been retained and incorporated into the final Masterplan document.

ENGAGEMENT SUMMARY REPORTS

Refer to Engagement Summary Reports for Phase 1 and 2 for a detailed report on the methods and process of engagement and the detailed feedback from both phases, which are available on the Councils website.



Phase 1 Report



Phase 2 Report



a tram
parade
lane
trees.
none
Melbourne
lion.

OSMOND TERRACE

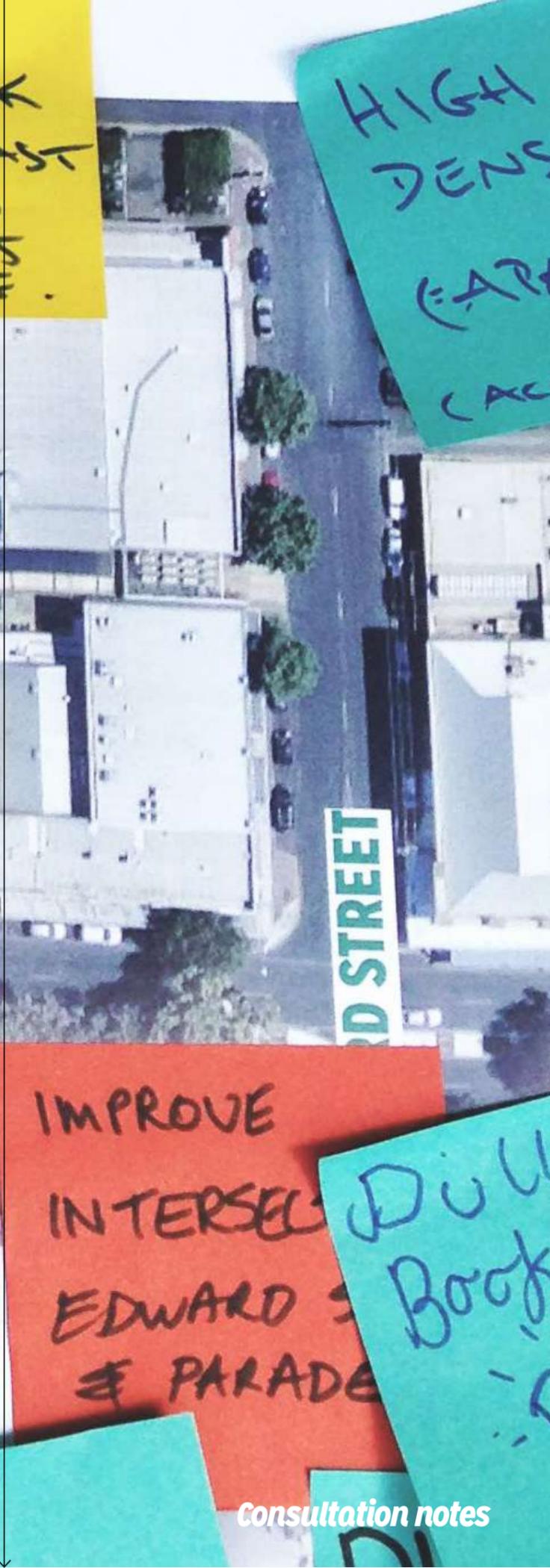
NEED SAFE
CYCLING FROM
OSMOND TLE
TO QUEEN ST
NOT SAFE NOW

to improve
efficiency

CAR PARK
ON EA
PARADE

We could
have a
mini market.
With fresh
fruit & veg.

LOVE



03

Vision and Principles

The design principles provide the planning and design framework to guide and articulate a long term vision for The Parade.

Vision

“an inter-generational street”

The Parade is one of Adelaide’s premium destinations for shopping, dining, entertainment and leisure and is the social ‘village’ of the City. In addition to its function as a destination, The Parade also plays a key role in the transport network for Adelaide’s eastern suburbs. The diversity and vibrancy of The Parade makes it unique. Revitalisation is an opportunity to enhance the lifestyle of residents, workers and visitors to ensure ongoing economic, social and environmental health by improving the public function and amenity, while retaining the cosmopolitan character and culture of the street.

The Masterplan establishes a Vision for The Parade and a framework that supports the Council’s Development Plan, which promotes increased density of built form both along The Parade and in the adjacent streets.

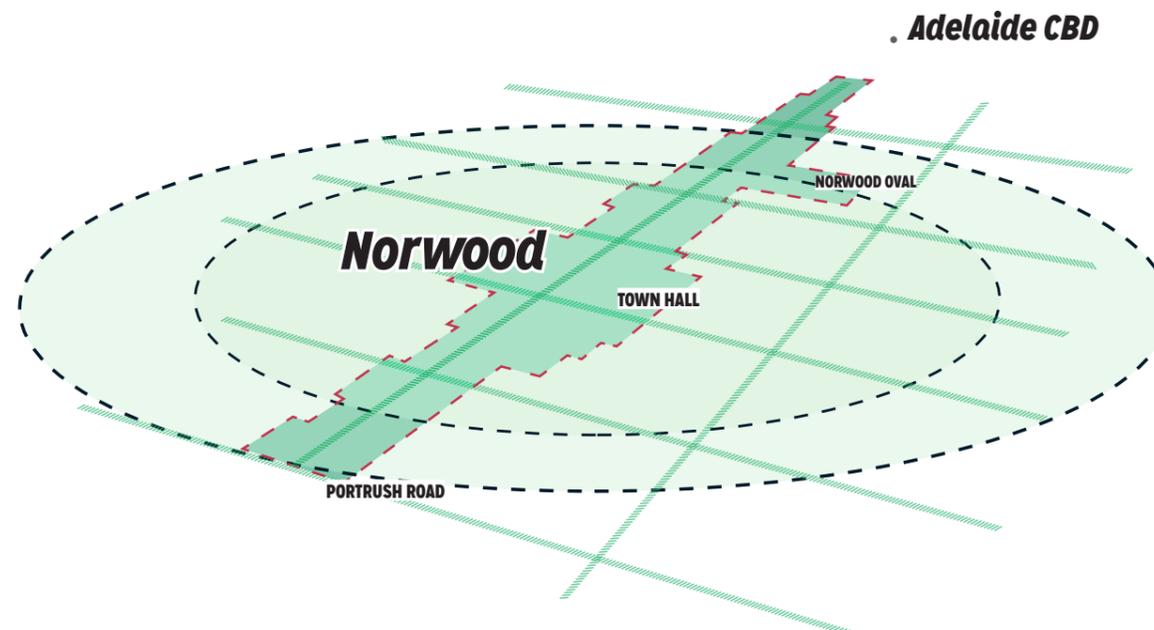
To maintain and enhance the qualities and streetscape character that defines The Parade, the Masterplan considers:

- Pedestrian priority, ensuring a safe and comfortable pedestrian environment.
- A reduction in the speed and volume of traffic by providing wider footpaths and prioritising pedestrians at key intersections where appropriate.

- Key intersections reconfigured as important public spaces that feed off adjacent businesses.
- Retention of The Parade’s central median and the significant Ironbark plantings.
- An active and vibrant streetscape along the length of The Parade, initially focused on the heart area between Osmond Terrace and Queen Street, but extending to Portrush Road and west to Sydenham Road and Fullarton Road.
- A varied character to The Parade extending from west to east, and recognising the various different land uses and functions that either exist or will be attracted to The Parade in the future.



“To maintain and enhance the qualities and streetscape character that defines The Parade”



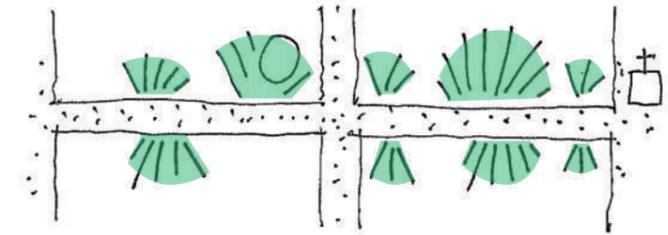
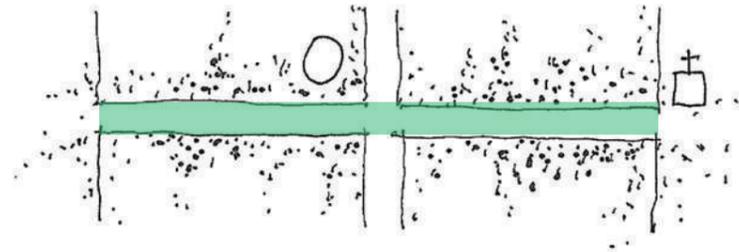


Principles

In support of the Vision, the Masterplan also introduces five Principles that will guide the future design of the streetscape. The principles are:

- Pedestrian Scale
- Connected Precincts
- Integrated Built Form Streetscape
- Landmarks
- Street Vitality

The role of the principles is to guide the direction of the Masterplan and future direction of The Parade over the next 20 or more years to ensure the continued vibrancy and success of The Parade as a high street in the future.



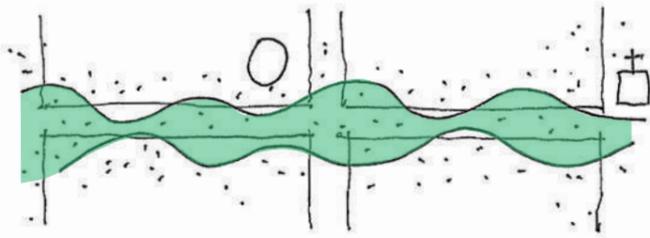
Pedestrian Scale

Repaved and wider footpaths increase pedestrian comfort and safety, and enable greater use of the public realm for outdoor dining. The street is active and vital during the day and night.

Connected Precincts

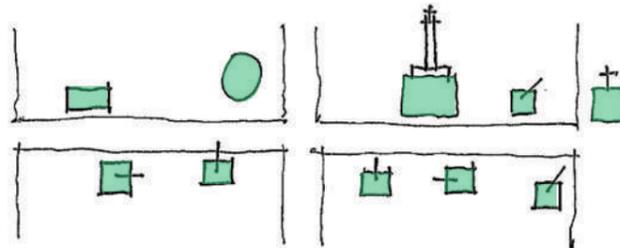
Comfortable and safe to use, footpaths link destinations along the street and connect to laneways and side streets that feed into and from the activity of the street.





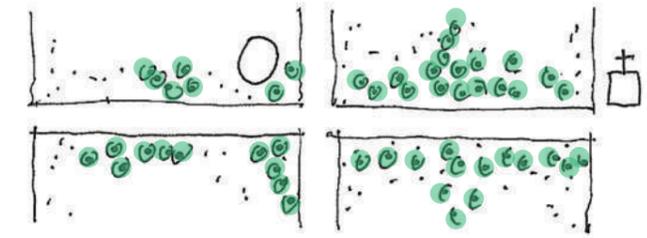
Integrated Built Form Streetscape

The Parade functions best as a mixed use zone where governance, business, social services and community come together enriching its institutions and public spaces.



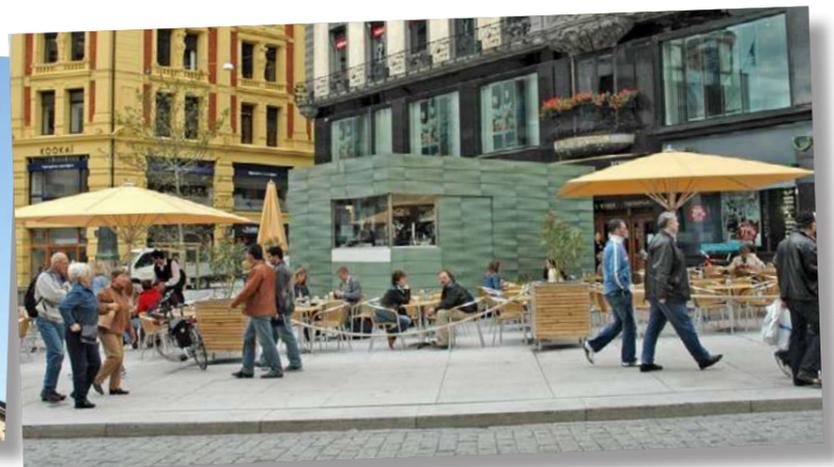
Landmarks

Heritage buildings and other landmarks along the street are celebrated and protected from future built form that may diminish their stature.



Street Vitality

The Parade has a vitality that celebrates the rich social and cultural life of Norwood. Adjacent public buildings and businesses contribute to and share this energy.



Artist's Impression
For illustrative purposes only



04

The Parade Template

The street template is established to guide future capital works. The template ensures a degree of flexibility in layout supporting The Parade's function as a mixed use high street servicing both the local Norwood community and others attracted to the street's amenity and diversity of services.



The Parade Template

A major objective for The Parade Masterplan is to upgrade the function and amenity of the street, replace ageing assets and improve the attractiveness of the area as a destination for shopping and a desirable place to live and work.

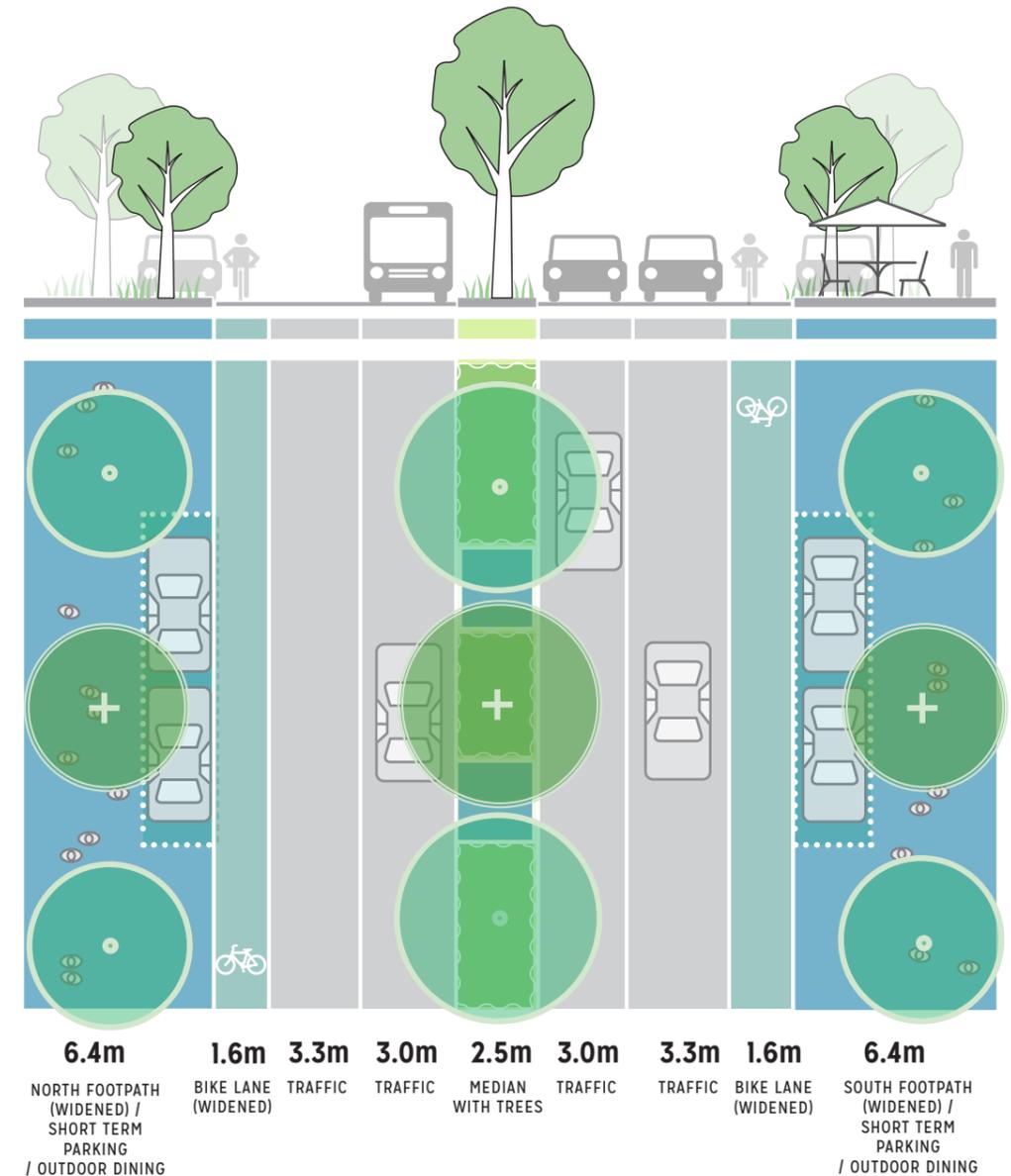
Working with the existing geometry of the street, The Parade Template retains the existing tree planting in the median and widens the pedestrian footpaths on both sides. The template further looks at improving the access points onto The Parade by putting cyclists and pedestrians safety first. Upgrading some of the intersection points will improve the flow of traffic and formalise the current road order. Additional median and verge tree planting, furniture and new road and pedestrian lighting enriches the appearance and amenity of the street.

The East and West plan views proposed for The Parade establish a geometry that provides greater amenity to pedestrians, public transport and motor vehicles.

Osmond Terrace is used as the boundary between East and West, for the purposes of The Parade Template.

A detailed and holistic traffic study will be undertaken for The Parade and adjoining streets during the detail design stages for the Project.

Throughout all stages of the Project, the Council will continue to investigate and identify additional parking opportunities within The Parade precinct.



The Parade West

01 VERGES

The northern footpath paving is extended to provide an expanded footpath allowing for an increased area for shopfronts to spill out. On-street parking is integrated into the expanded footpath through rollover kerbs and contrasting paving. Additional verge street trees will provide a strengthened 'green corridor'.

The southern footpath is also widened and the kerb reconstructed to incorporate existing street trees which are currently located within the road carriageway between Osmond Terrace and Fullarton Road.

02 CENTRAL MEDIAN

The existing Ironbark trees within the median are retained and their growing conditions improved by providing new irrigation and adjacent planting beds. New trees are planted where these are absent, and a tree succession plan instigated to ensure the on-going health, sustainability and aesthetics of the central median planting.

03 ROAD

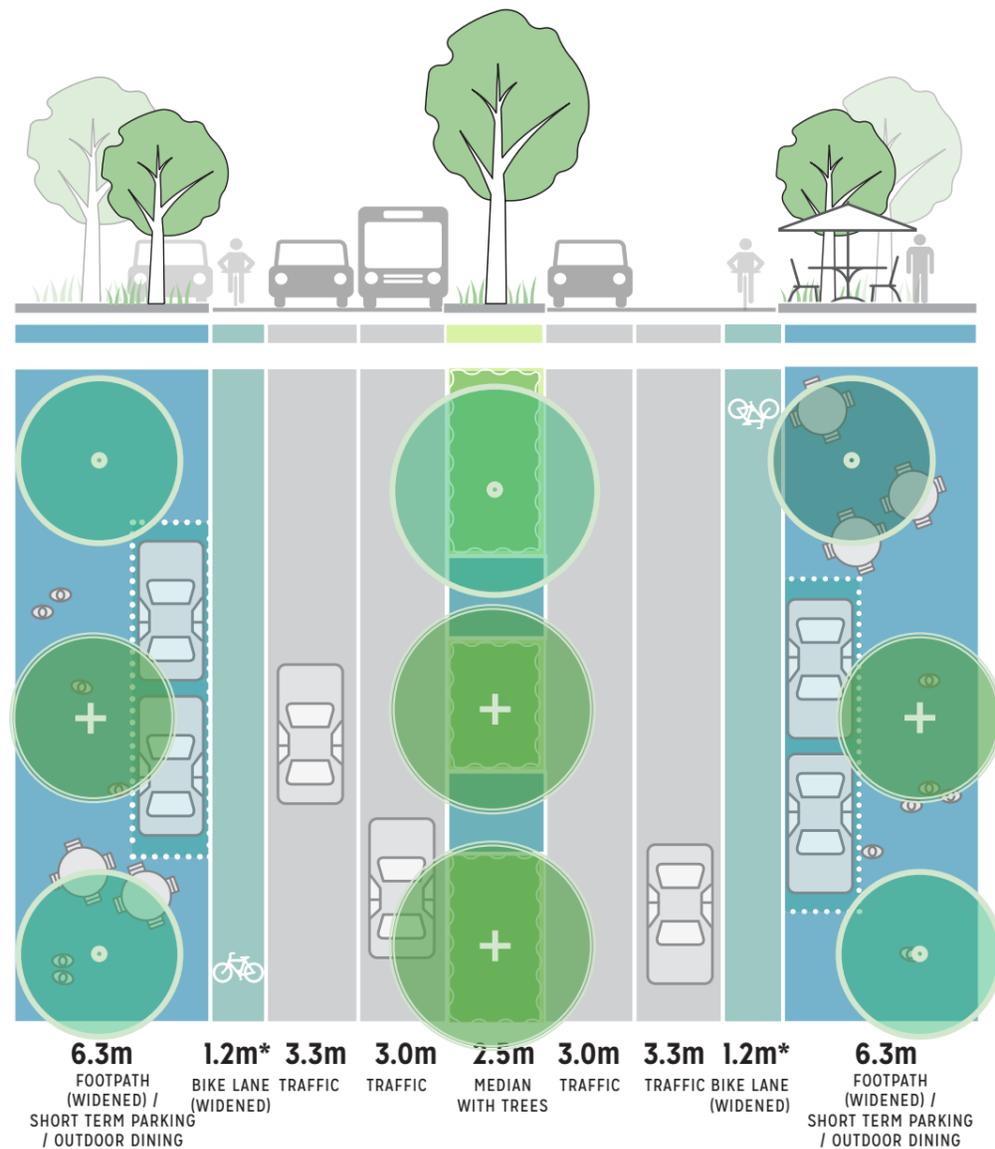
The existing four lanes of traffic within The Parade West are maintained. The proposed road cross-section through The Parade West comprises of a 3.0m inner lane, a 3.3m outer lane and a 1.6m bicycle lane. Dedicated right turn lanes are provided at some intersections which allow right turns into side streets.



East



West



The Parade East

01 VERGES

The kerbs are extended to allow for wider footpaths and integrated carparking with a roll-over kerb. These changes will result in an improved pedestrian zone that will allow for increased streetscape amenity and street lighting. This extended paving provides a flexible zone that allows for businesses to spill out into the street, provides a venue for major events and festivals, and provides an attractive and safe public realm that supports The Parade's major civic and commercial functions.

02 CENTRAL MEDIAN

The existing Ironbark trees within the median are retained and their growing conditions improved where possible. New trees are planted where these are absent, and a tree succession plan instigated to ensure the on-going health, sustainability and aesthetics of the central median planting.

03 ROAD

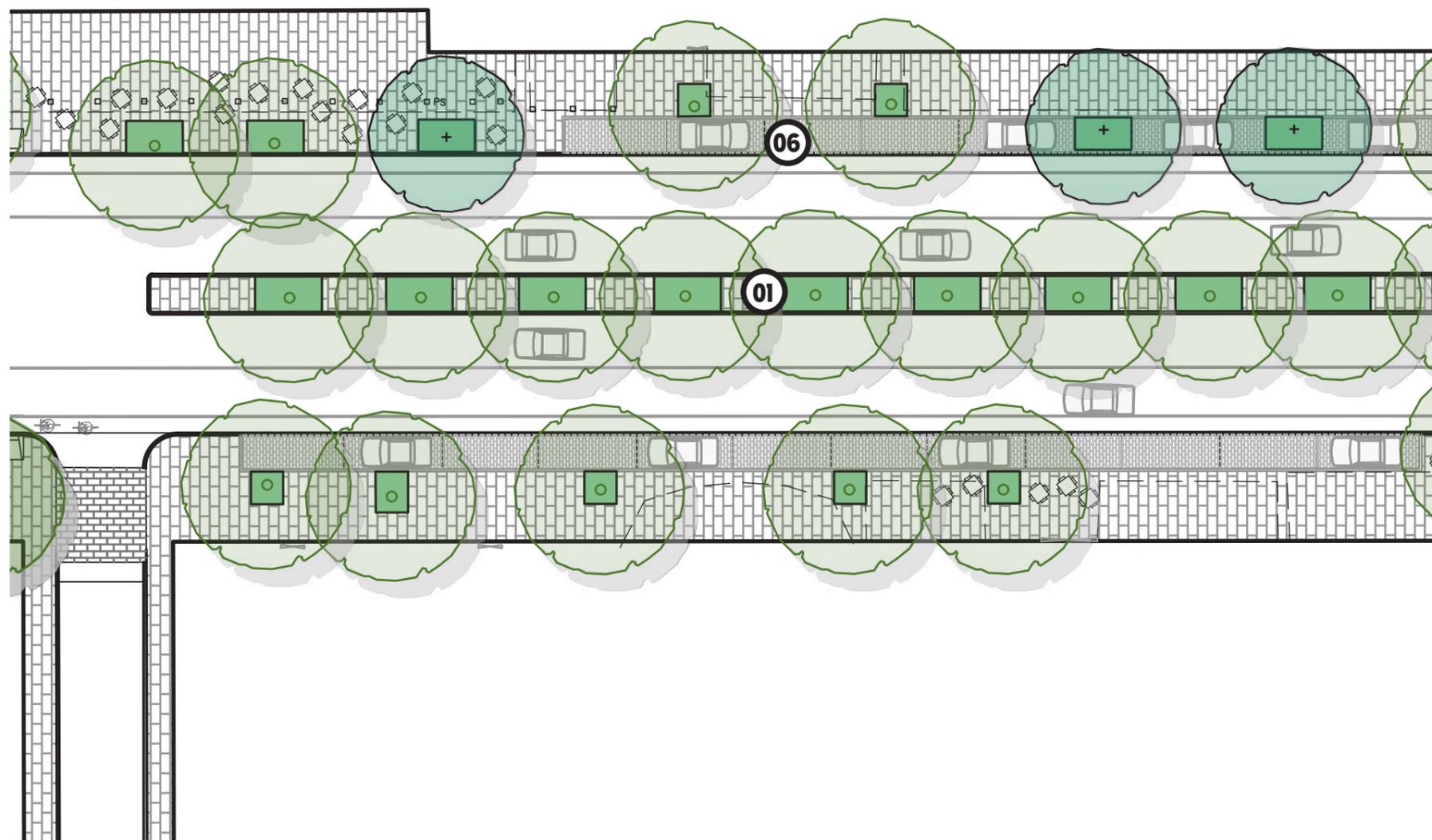
The existing four lanes of traffic within The Parade East are maintained. Traffic calming measures are proposed, consistent with the vision for increased pedestrian amenity and enhancing The Parade as a destination for civic, commercial and recreation uses. The proposed road cross-section through The Parade East comprises of a 3.0m inner lane, a 3.3m outer lane and an indicative bicycle lane. The inclusion of a bicycle lane is subject to the availability of adequate space to accommodate a door zone buffer adjacent to on-street parking, which will need to be determined during the detail design stage prior to implementation.

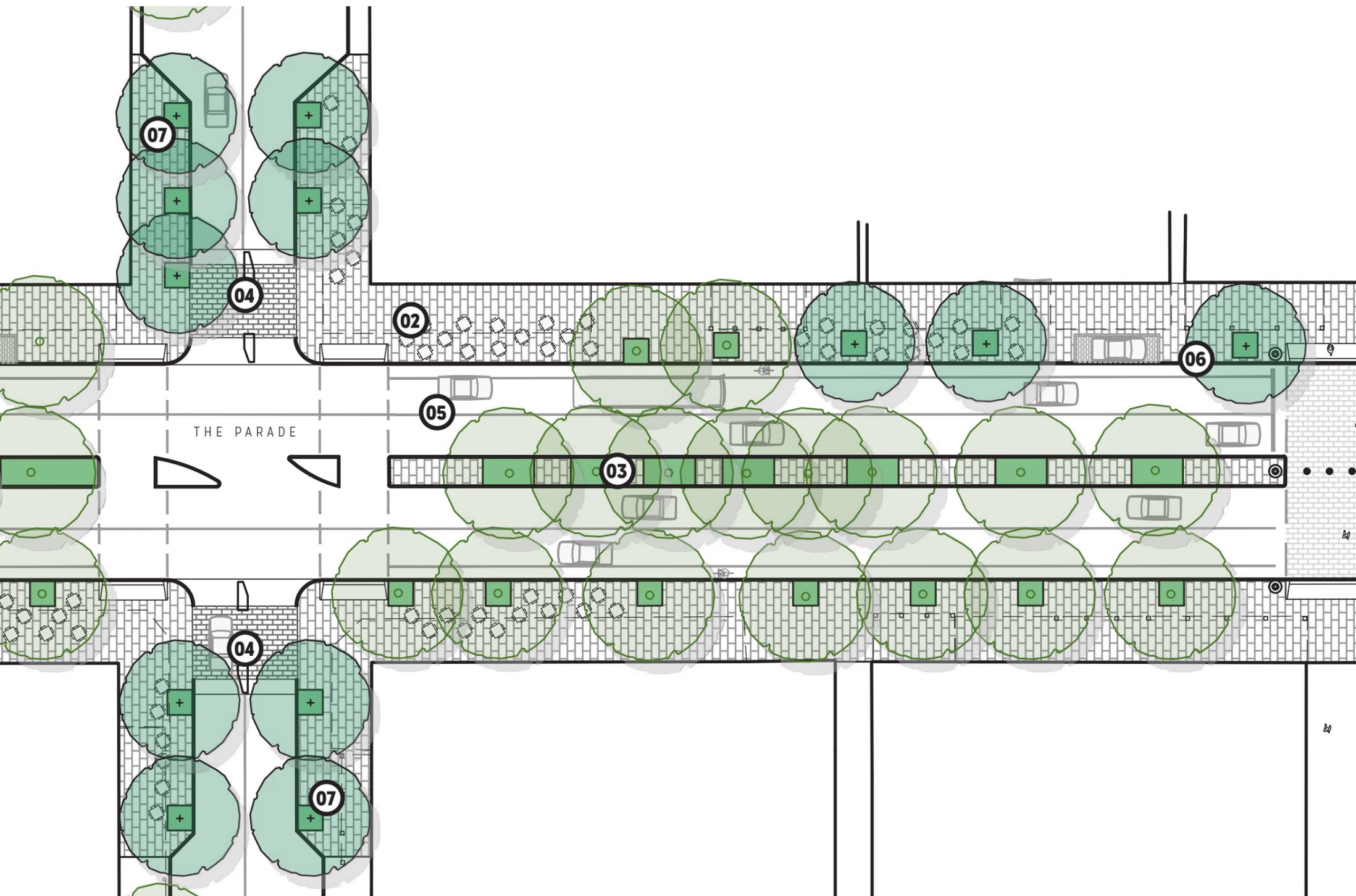
The Parade Template: Typical



KEY FEATURES

- 01** Median gardens emphasise a slower traffic flow and add amenity to the street.
- 02** New street furniture and lighting de-clutters the street and adds to its attractiveness as a destination.
- 03** Existing Ironbarks are retained within the median and additional Ironbarks planted where missing or as part of a tree management plan.
- 04** Cobbled intersection thresholds define the street's geometry and emphasise pedestrian movement along the street.
- 05** Two running lanes of traffic sign posted to 50kph between Fullarton Road and Osmond Terrace, and 40kph between Osmond Terrace and Portrush Road.
- 06** On-street parking at grade with footpaths with roll-over kerbs providing flexibility in use.
- 07** Improved streetscape conditions to the entries of side street with new street trees and reconfigured intersection to slow traffic and improve pedestrian safety.





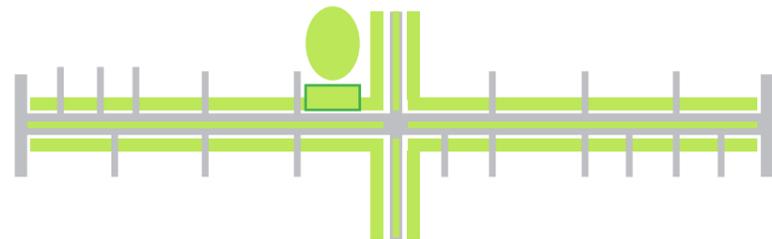
LEGEND

-  Existing tree
-  New tree
-  Paving: crossing
-  Paving: footpath
-  Planting and gardens

Applying The Template

LANDSCAPE EDGE

The landscape quality of The Parade derives from its street trees, gardens at the western end and the significant green space adjacent to the Norwood Oval. Whilst the Masterplan has limited ability to ensure private gardens remain, it does recognise and mandate retention of street trees and the enhancement of the Norwood Oval forecourt as a green space.



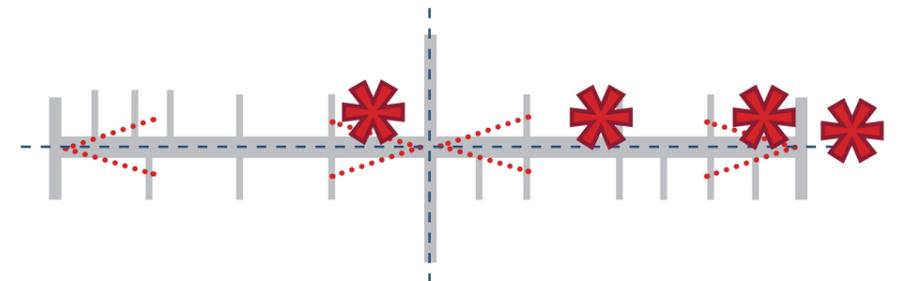
BUILT FORM EDGE

Most of the buildings east of Osmond Terrace front The Parade with no set back. This arrangement suits businesses best, providing direct access and activating the street. Other buildings, including civic buildings and residences, are set back resulting in forecourts and gardens that contribute towards the character and amenity of the street.



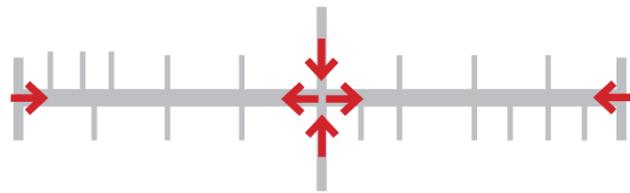
VIEWS, VISTAS, AXIS

Whilst views along The Parade are channelled and sometimes truncated by the existing Ironbarks in the central medians, views looking sideways and towards significant landmarks, including the Norwood Town Hall and Clayton Church, are revealed travelling East along the street. The existing verge and median street trees accentuate the experience of the street and sense of enclosure.



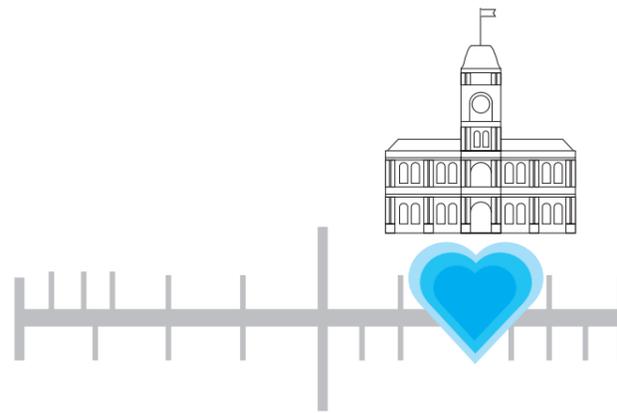


Key Elements



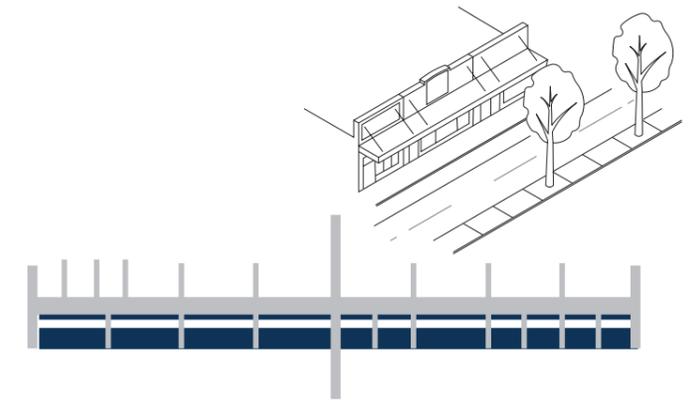
Gateways

The Parade extends from Rundle Road in Kent Town to Penfolds Road in Magill. However, travelling from the Adelaide CBD, the recognisable character that defines The Parade for most people commences at Fullarton Road and extends to Portrush Road. The five-road intersection at Fullarton Road acts as a gateway to the street, whilst another gateway at Osmond Terrace marks an intensification of mixed use and a change in geometry and narrowing of the street. Alignment with Clayton Church marks the gateway at Portrush Road.



A Civic Heart

A concentration of civic, entertainment and retail uses between Edward and Queen Street marks the civic heart of the City of Norwood Payneham & St Peters. Hoyts Norwood cinema at the intersection of George Street and The Parade extends the use of this precinct into the night supporting longer opening hours and street life. Civic events focus on the Norwood Town Hall and the varied activities held there.



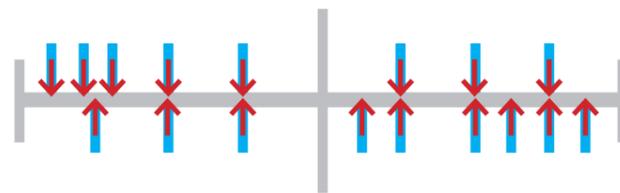
Promenade

A consistent approach to street trees, paving, street lighting and furniture contributes to strengthening the character and identity of The Parade. Whilst the eastern section of The Parade is pedestrian friendly, the western section lacks consistency and amenity for pedestrians. It is the sum of many elements and an approach that favours consistency, high quality and a focus on a high level of maintenance that reinforces a desirable character and use of The Parade.



Parks & Plazas

A successful public realm comprises of active, safe and attractive streets, as well as green spaces that provide relief. Improvements are made to both these elements reinforcing The Parade as a destination for services, shopping, entertainment and recreation.



Side streets

Whilst most of the activity of The Parade focuses on the street itself, side streets provide access as well as the opportunity to extend commercial activities supporting a broader mixed use precinct. As the precinct increases in density and activity over time, the further signalisation of some other streets may have to be explored.



Laneways & Malls

The Parade functions as a successful high street partly because of the laneways that provide access from car parking located behind shops. This results in an active street that is not overly comprised by vehicles parking or seeking to access parking off the street. This pedestrian friendly environment extends into side malls that contribute towards the retail offering.

